Directions: Identify the correct answer to each of the following questions. Use a separate sheet of paper to record your responses.

1. List the appropriate stage of the fashion cycle depicted on the diagram below:

   ______________ stage        ______________ stage         ______________ stage

2. Looking at the fashion cycle diagram above. Match the type of shopper to the point a product is in the fashion cycle.

   - Innovators
     - When the fashion product’s popularity is on the down swing.

   - Leaders
     - When the fashion product is new to the market.

   - Fashion Conservatives
     - When the fashion product is most popular.

   - Majority of Shoppers
     - When the product is new and gaining in popularity.

   - Economy Shoppers
     - When a product has become popular but it is still growing in acceptance.
3. Match the type of store where the type of fashion cycle stage shopper might purchase fashion products:

<table>
<thead>
<tr>
<th>Type of Fashion Cycle Stage Shopper</th>
<th>Type of Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovators</td>
<td>Buys in department stores, specialty shops and boutiques</td>
</tr>
<tr>
<td>Leaders</td>
<td>Shops mainly in department stores</td>
</tr>
<tr>
<td>Fashion Conservatives</td>
<td>Buys in fashions in Kmart and Walmart</td>
</tr>
<tr>
<td>Economy Shoppers</td>
<td>High fashion capture apparel store</td>
</tr>
</tbody>
</table>
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4. Fashion cycles attempt to predict fashion trends, thus reducing
   a. planning:
   b. fads.
   c. risk.
   d. change

2. A decline in popularity is evident during this stage of the fashion cycle:
   a. regression
   b. maturity
   c. acceptance
   d. introduction

3. A consumer who seeks distinctiveness and high fashion would best be described as a fashion
   a. leader.
   b. innovator.
   c. conservative.
   d. specialist.

4. The last group of consumers to watch for fashion acceptance are the fashion _____________.
   a. leaders.
   b. innovators.
   c. conservatives.
   d. specialists.

5. The economy buyer would be most likely to shop for fashions in:
   a. boutiques.
   b. department stores.
   c. specialty shops.
   d. discount stores.

6. The fashion cycle is best described as a:
   a. straight line.
   b. wavy line.
   c. circle.
   d. bell-shaped curve.