**Fashion Cycle Collage Assignment**

**Today we will be doing research on three stages of the fashion cycle (also known as product life cycle in marketing).**

**Define each of the stages below:**

* Introduction stage –
* Peak stage –
* Decline stage –

**For this project, you will do the following:**

1. Find fashion examples for each stage using either magazines or the internet (3 to 5 minimum – can be garments, accessories, shoes)
2. In bulleted format, type out the name or description of the items in each stage (1 list/description per stage)
3. Assemble a collage with three distinct areas for each of the phases

**You can be as creative as you like! Other than meeting the criteria above, you do not have to follow any specific format or arrangement.**

**RUBRIC:**

Written description or list \_\_\_/5 points

Introduction stage \_\_\_/5 points

Peak stage \_\_\_/5 points

Decline stage \_\_\_/5 points

Originality/Creativity \_\_\_/5 points

**TOTAL POINTS (ASSESSMENT) \_\_\_\_\_25 POINTS**