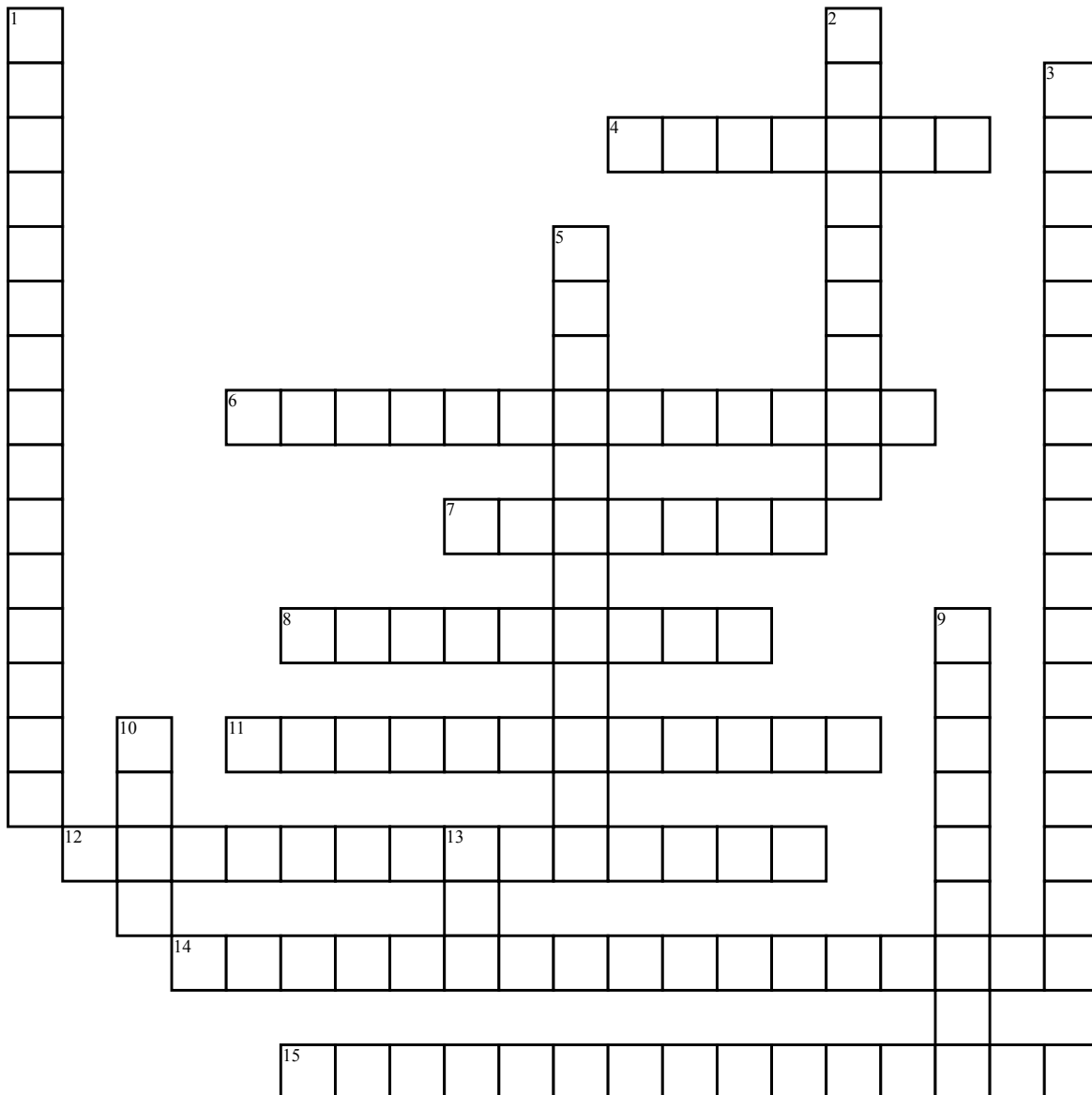


Fashion Merchandising 1.01



Across

4. What is a style or design that continues to be popular over an extended period of time, even though fashions change.
6. The visual presentation of a product to the consumer at the point of sale.
7. A currently accepted or popular style in a given field.
8. The second stage of the fashion cycle when customer interest grows and the fashion becomes more readily accepted by consumers.

11. What is the fourth stage in the fashion cycle when the market is saturated and popularity decreases.

12. What is styles that take a long time to complete the fashion cycle.

14. What is a fashion that is introduced and expected to sell but that isn't accepted by customers.

15. Ongoing change in what is considered fashionable.

Down

1. Styles that are popular for a brief period of time.

2. The creation of new versions of clothing, accessories, or other fashion items.

3. What is the end of the fashion cycle, in which a style is no longer worn and is rejected by almost everyone.

5. Fashion leaders that influence others to imitate their style

9. What is the third stage of the fashion cycle in which a style is at its height of popularity.

10. What is called when a fashion that is introduced and expected to sell but that isn't accepted by customers.

13. What is A temporary, passing fashion that has great appeal to many people for a short period of time.