

Movement of Fashion

Fashion Leaders and Followers

Fashion leaders

- Trendsetters who have the credibility and confidence to wear new fashions and influence the acceptance of new trends.
- The first to purchase new styles
- Desire distinctiveness and uniqueness
- May be innovators and/or influencers.
- Royal families, first families, movie stars, television personalities, athletes, singers, musicians

Fashion followers

- Those who accept and wear a fashion only after it becomes acceptable to the majority.

