A couple years ago sunglasses from RayBan were very popular among young people. All were buying it only for it's popularity, even if person already had a sunglasses. I don't think that it is so fashionable today, but some people are still wearing it. Like it was with Iphones, under the influence of incredible popularity, some companies began make false copies of RayBan sunglasses, which was less expansive. So, today RayBan sunglasses no more the "in" thing, it was already out of style. Glasses of many other marks grabbed it's place.

In my opinion, today newest Iphone is the trendiest thing. Some people buys them, or false copies of them, only to be a fashionable, like it was with RayBan sunglasses. But in the difference, the new model of Iphone create every year. People spend their money to the new smartphone, which became more and more expensive. I believe, that it's not correctly and people mustn't buy things only if they are trendy.