

## Covid-19 Pandemic Affect Fashion Design Trends Throughout the World

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**Abstract:** The 2020 was year when the whole lot modified in the trend business. The zone had its worst year on record, with nearly three-quarters of publicly traded companies dropping cash as the coronavirus epidemic dispatched shockwaves throughout the globe. Consumer conduct changed, grant networks had been affected, and many areas had been hit via a 2nd wave of ailments as the 12 months got here to a shut over the final 12 months, the 12 months has been difficult for all of us. Fashion enterprise agree with they will discover some silver linings in our lives and in our organization in the year ahead. Consumer conduct has sincerely modified over the final year, as people have sought refuge in their houses from the epidemic, tour has been limited, and retail outlets have been shuttered throughout the globe. Companies should create greater attractive and social experiences to entice clients to engage in 2021, as digital consumption continues to upward thrust and dominate.

**Practical Implications:** The intention of this study is to element out the viable influences on the catastrophe in imitation of assist cogitation concerning the manageable responses from the luxury, separation then stuff segments over the vogue organizations in imitation of continue to be present yet inure in conformity with the state of affairs to that amount intention boost below the pandemic passes.

**Keywords:** Design; Design review; Fashion; Fashion Communication; Function.

### 1. Introduction

From dressing early morning in the best of attires to rush to office in presentable outfits sporting a comfortable, laid-back look while work from home becomes the norm, the change is here to stay. So, while we adjust to the 'new normal', where work from home is not just an option but a necessity, here are some 'home-wear trends' that you could



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keep in mind. From dressing in a comfortable camisole to slaying it in a cord set, you can still be at your fashionable best even when you aren't stepping out of the house. Making garb grew to become very difficult, and many of us who had been compelled to stay at domestic due to job instability and fitness troubles misplaced pastime in buying. Fashion Revolution are focused on how the developing crisis is impacting the people who produce our clothing while the globe confronts this epidemic in united isolation. Around the globe, retailers are closing their doors and urging their consumers to buy online instead. However, many are economically overburdened by layoffs or increased childcare obligations, and the urge to purchase new clothing seems like a faraway dream as we are forced to remain at home. According to a current find out about through consulting agency McKinsey and The Business of Fashion, trend income in China declined extensively at the begin of the year, whilst they plummeted off a cliff area in Europe and the United States in March (Zargani 2021). According to the same study, fashion businesses' earnings dropped by 90 percent over the year in 2020, after a 4 percent increase the year before. The pandemic, however, was not the only problem the business had to deal with. Small and medium-sized companies in the fashion sector often struggle to keep up with rapidly changing customer tastes and behavior, and this is especially true during the COVID-19 uncertainty. "This is undoubtedly a difficult moment, but it also presents possibilities for companies who are agile and adaptable," said Greg Lisiewski, Vice President and General Manager of PayPal's Global Pay Later Products. Retailers could consider changing their product offers, extending their payment options, or switching to online advertising techniques, according to him. Consumers have become more realistic in their attitude to fashion as a result of the move to remote work, video conferences, and virtual social gatherings. Fashion shops report a rise in sales of "waist-up" clothing, with sales of fashion tops up 27%, while sales of trousers and skirts are down roughly the same percentage (30 percent). Retailers may concentrate their efforts on purchasing, marketing, and promoting for the waist-up fashion trend to satisfy customer demand. While the trend enterprise used to be already grappling with disagreeable truths about it have an impact on and practices from its function in the local weather disaster to negative working prerequisites for garment manufacturing facility employees to its failure to create inclusive, numerous places of work the activities of 2020 have solely served to spotlight these problems in addition (Bell 2020). Fashion had to discover its area in a world that was once uncomfortable with the notions of fantasy, frivolity, and indulgence on which it had lengthy relied.

COVID-19, on the different hand, introduced the total enterprise to a given up in the early months of 2020. The epidemic, which has been described as a "perfect storm," had an instantaneous impact on fashion's global manufacturing networks. Fashion weeks had been canceled, retail outlets have been shuttered, personnel have been furloughed, and unsold stock was once piling up, placing a substantial element of the enterprise in economic hassle. This situation has triggered a wide variety of foremost trend groups to default on repayments for garments that have already been produced and/or delivered, ensuing in billion-dollar losses for garment makers. While some stores have been capable to qualify for authority's wage subsidies in positive countries, many producers are unable to pay their garment personnel, inserting already deprived employees in even greater hard instances. The industry's growing monetary quandary is exacerbating a long-running humanitarian hassle that underlies a good deal of the trend sector. While it is apparent that COVID-19 had a rapid and extreme impact on the trend sector, we will have a look at at the implications for sustainability efforts at 5 essential phases of the trend provide chain: design, manufacturing, retail, consumption, and end-of-life. The matters addressed reflects creating discourses in the industry, as they arose thru us learn about of latest enterprise and media reporting and discussion. COVID-19 has highlighted geographical disparities in employee solidarity, making it increasingly clearer who is viewed a member of the 'team' ('visible' people like retail workers), and as a result deserving of guide or protection, and who is no longer ('invisible' people like garment manufacturing unit people and domestic workers). Fast trend organizations such as Primark, and Zara have canceled orders, notwithstanding demand from transnational labor rights campaigners to aid garment people. This has a most important impact on garment people throughout the globe. According to a learn about accomplished by using the Center for Global Worker Rights (CGWR), customers have canceled \$1.44 billion well worth of garment shipments, leaving manufacturing facility proprietors unable to pay their personnel. Home garment people are commonly excluded from any monetary help furnished by using brands, manufacturers, and/or governments seeing that they do no longer have legitimate employment contracts. Furthermore, insecure labor below authorities' lockdowns has a specifically bad impact on migrant garment people.

### 1.1. Production

COVID-19 has had a most important effect on garment manufacturing and, in particular, garment employees. “We are in unknown terrain and drawing near a time that influences the well-being of the complete garment manufacturing area as properly as the livelihood of the tens of millions of employees throughout the globe who rely on our enterprise to maintain them.”. While estimates vary, billions of bucks in garment orders have been canceled by way of trend agencies throughout the globe, which includes orders for gadgets that have already been manufactured, wreaking havoc on garment people. Following global actions like #PayUp, a quantity of main trend and garb companies, inclusive of Lululemon, H&M, Zara, Nike, and Ralph Lauren, have pledged to pay in full for roughly US\$15 billion in pre-pandemic purchases (Worker Rights Consortium 2020). C&A, Sears, and Urban Outfitters, on the different hand, have but to make related guarantees (Worker Rights Consortium 2020). COVID-19's minimize in demand has so a way led in extensive profits loss and unemployment for personnel in Asia, inserting monetary pressure on already ongoing environmental efforts. Access to financing and talent improvement are especially necessary in bridging this shift, in particular for girls' workers, who are disproportionately impacted with the aid of the insecure nature of manufacturing employment. Reversing industrial sustainability measures jeopardizes future resilience, and that sustainability and cleaner manufacturing things to do additionally generate employment.

### 1.2. Functionality

Face masks have become the year's most popular accessory. People created their own, companies created new designs, and they became the final touch to many ensembles practically instantly. Some brands went even further, adding antimicrobial qualities in new accessories and, in some instances, whole apparel lines (Carvalho 2020). While it is not possible to decide if antimicrobial remedies can defend customers towards Covid-19, the concept of defensive trend is a defining fashion in itself, in accordance to experts. High-fashion interpretations on the theme have been additionally seen, such as Kenzo's fetching beekeeper-inspired designs proven at some point of Paris Fashion week in September 2020 (Cietta 2020).

### 1.3. Comfort

The Birkenstock clogs, Crocs, UGG slippers, and Nike joggers have been amongst the year's most famous portions of apparel, in accordance to the trend platform ranking, which analyzed search facts from over one hundred million on line customers (COVID-19: Implications for business 2020). Loungewear supplanted commercial enterprise clothing, and ethereal "house dresses" relaxed sufficient to lift you from your domestic workplace to your daybed won appeal, reflecting an exchange in each fact and mindset (Giustino 2020). As TikTok customers tested their efforts to channel the fashion at home, the phrase "cottagecore," an on-line fad shooting the essence of cozy, homely living, won a lot of attention. Pop culture, of course, had a position in highlighting these tendencies. BTS' "Life Goes On" tune video noticed the boyband dressed in equal pajamas, taking part in video games, and watching longingly out windows. Oh, to be a young, wealthy, and self-isolating movie star (Banga et al. 2021).

### 1.4. Statements

In the 12 months 2020, statement-making garb introduced a total new aspect. People dressed now not to impress, however to speak robust sentiments, from protest T-shirts in assist of the Black Lives Matter motion to political items in the run-up to the US election (Kotler, Kartajaya, and Setiawan 2017).

### 1.5. Being Aware

It's no longer a new style to see an upward jab in demand for regionally produced, environmentally pleasant clothes. However, throughout the pandemic, there was once a make bigger in values-driven purchasing, indicating a alternate in mindset amongst extra cautious spenders who, presumably, additionally had greater time to think about the businesses to which they have been loyal (Meira 2020).

Lyst stated in April that searches for "vegan leather" had expanded through sixty-nine percentage 12 months over year. According to Akerele, overseas procurement of materials grew to be tough in Nigeria, consequently designers and the generic public have been inspired to create extra vertically built-in agencies (Moin and Feitelberg 2020). According to the industry's carbon footprint was once lowered as a resulted to limit waste in the device in a way that

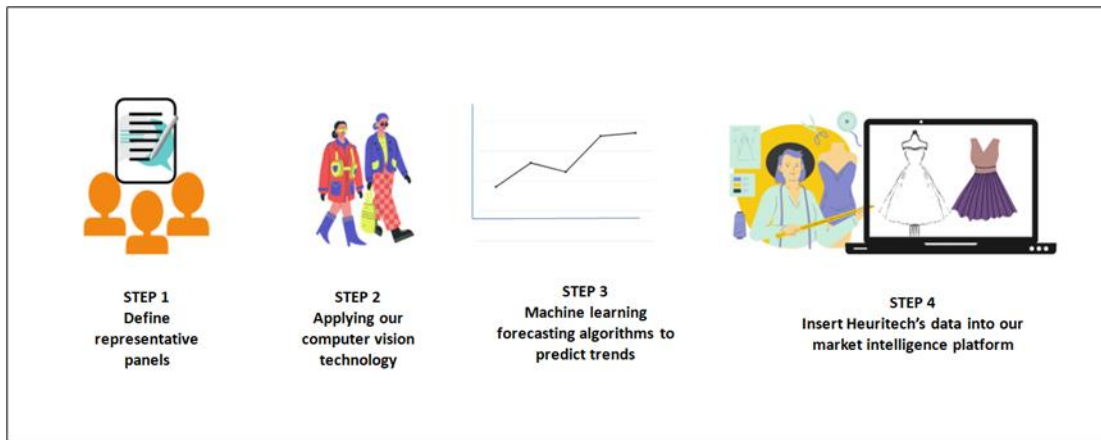
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solely sourcing domestically on demand can; and empowered our neighborhood of artisans, craftsmen and nearby provide chains through producing profits for them in the midst of inflation (Rewiring fashion 2020).

#### 1.6. Digital

Fashion gala's all round the world, from Shanghai to London, have long past digital to exhibit new designs securely. Burberry announces their presentation shot stay in the woods on Twitch at some point of London Fashion Week in September, a social media web page greater famous with game enthusiasts than fashionistas (Salek 2020).

Moschino innovative director Jeremy Scott ingeniously introduced a micro-sized model of his series in a movie that embraced the ridiculousness of the event later that month in Milan, swapping fashions for marionettes (The State of Fashion 2020). Although e-commerce has been growing in reputation for years, the luxurious trend enterprise has been reluctant to include its digital future in the past. The loss of tangible luxurious experiences, such as going into a fantastically designed shop, studying via the pages of a smooth magazine, or attending unique trend events, is a commonplace criticism in business. While attitudes have been gradually transferring earlier than the epidemic, the cross to the net has multiplied dramatically this year (Trend Watching 2021). According to the aforementioned McKinsey report, we have "vaulted 5 years ahead in patron and enterprise adoption of digital in a depend of months." Process at some point of Covid 19 have been proven in [Figure 1](#).

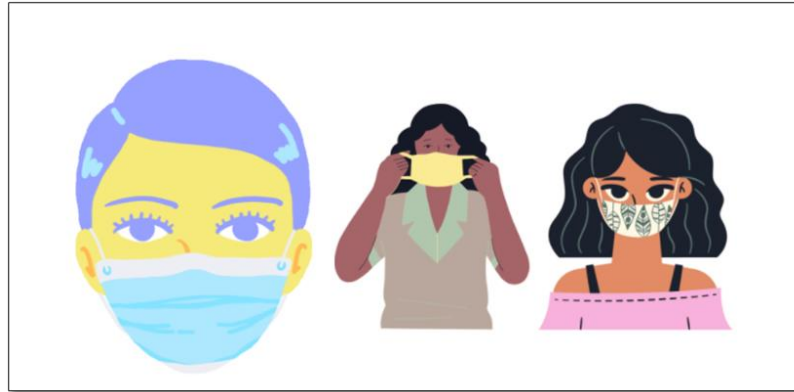


**Figure 1:** Process during Covid 19.



**Figure 2:** Comfort Dress zone.

Since the necessity to dress appropriately has lessened since the outbreak began, everyone's comfort is a top concern. Sweatpants, tights, and loose-fitting crop tops have become the new standard. Comfort Dress zone were shown in **Figure 2**. Athleisure is no longer only for exercises; it's also for work, market fashion, and even sleepwear. Plus, to wear this hybrid-clothing trend at home, individuals are experimenting with various designs and prints (Tripolli and Hoefel 2020).



**Figure 3:** Creative face masks: Giving a spin to a necessity.

However, when the epidemic swept throughout India and face masks became mandatory, fashion designers leapt at the chance to make them more reusable and fashionable. Consider them the newest addition to your at-home or briefly-stepping-outside ensemble, whether you're dressed in pin-striped formals, loungewear, your go-to kurta, or even your bridal lehenga. Creative face masks: Giving a spin to a necessity were shown in **Figure 3**.

Face masks are, after all, intended to be a practical method to restrict the spread of Covid-19. However, since these masks become an integral part of one's appearance, expressing one's attitude and perspective on life, fashion must be included (Yahn 2020). We notice guys running on regular walks. Some are dressed in flexible masks that seem to be made of the same high-performance fabrics as their shorts and jackets. Those masks have a similar vibe to them. Then there are a few individuals wearing amusing and retro-styled fashion face masks. Cut from the numerous abandoned clothes they discovered in the depths of their wardrobes, maybe. In addition, Instagram feed is filled with individuals wearing all sorts of trendy face masks.



**Figure 4:** Bye-bye, heels; hello sliders, crocs, and flip-flops.

According to a prediction prepared by a team of specialists for World Footwear, global footwear consumption is projected to drop by 22.5 percent this year, representing a shortage of 5.1 billion pairs, owing to the Covid-19 epidemic. In Europe, consumption is projected to fall by 27%, or 908 million pairs, in North America, by 21%, or 696 million pairs, and by 20%, or 2.4 billion pairs, in Asia. Following Italy's national lockdown on March 11, a secondary study conducted by the Italian merchants' organization, Noncommercial, revealed that sales of footwear and apparel had dropped to zero for shops without access to an e-commerce network.

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Sales of footwear and apparel via all channels dropped by 67.4 percent for the whole month of March. Why should you inflict agony on your feet by wearing strappy heels when there is nowhere to go? Sliders, crocs, and flip-flops have taken center stage this quarantine season and are now the favored footwear as shown in **Figure 4**. And they're really useful since they're so soothing and easy to wear while you're stuck indoors. There are also a lot of interesting and trendy variations of them.



**Figure 5:** Eye makeup beats lip makeup.

The sector has reacted favorably to the crisis, with companies switching production to hand sanitizers and cleaning chemicals and providing free beauty services to first responders. At the same time, industry executives must do all possible to guarantee that their businesses thrive. The beauty business produces \$500 billion in annual sales and employs millions of people, both directly and indirectly. The most important thing is to save lives, but livelihoods are equally important.

Our cosmetic regimen has been put on hold since COVID-19 started as shown in **Figure 5**. Only during business video calls or for the little time we spend outdoors do individuals choose to put it on. Applying lipstick makes no sense since masks are necessary. However, using innovative eye makeup may bring your half-hidden face to life. Surprisingly, eye product sales have lately increased as well.

## 2. Discussion

Fashion agencies that focal point on the mass market would be greater impacted by using their goal audience's low shopping for power, ensuing in decrease income and, as a result, decrease consumption. The differentiation sector, on the different hand, should analyze its enterprise mannequin to make sure that it meets the necessities of its goal audience, who will be greater worrying in phrases of the place they spend their money. In the luxurious market, a pause may additionally be the best alternative for appreciating innovation and envisioning the excellent that top class items customers value. Whether the company is focused at the mass, distinction, or luxurious sector, purpose, values, social responsibility, client service, and product exceptional should all be linked in all attitudes of the company and business.

Small agencies have an awesome chance of increasing with the aid of utilizing the disaster as a lever to modify their enterprise strategy, thanks to the grasp of small producers and neighborhood trade. Because they are tiny, they can be nimble and preserve shut contact with their clients, rapidly, presenting items and options that swimsuit their necessities and are in line with their desires. It is vital for a new brand, or one that is presently on the market, to apprehend a reason in the back of the whole thing it does to continue to be applicable to this new customer. The brand's

connection with the new client ought to be personal, and the service, delivery, and income channels should all talk with one some other and be in sync with the brand's identity. Branding that tells an actual narrative and connects with shoppers on an emotional degree is a herbal inclination for organizations that favor to relate to and be applicable to their customers. While the ongoing pandemic can also serve as a rallying cry for new initiatives aimed at aiding employee rights throughout GPNs (Union of Concerned Researchers in Fashion, 2020), there is a danger that the enterprise will revert to commercial enterprise as normal as the enterprise grapples with the mounting monetary have an impact on of this crisis. If this is a time for reflection on electricity inequalities throughout GPNs, workers' views need to be emphasized, as phase of a transnational care evaluation that helps employees with the aid of cross-border solidarity. Future finds out about will be required as the pandemic unfolds, now not simply to tune the improvement of the trend enterprise in the post-COVID-19 period, however additionally to make certain structural disparities disproportionately affecting employees throughout GPNs are diagnosed and remedied.

### 3. Conclusion

Fashion companies and clothing manufacturers have increased their commitment to environmental sustainability in recent years, particularly in terms of eliminating harmful chemicals, reducing CO2 emissions, and, more recently, adopting circular economy techniques. As governments banned international commerce, supply chain operations were interrupted, and orders were canceled owing to unexpectedly declining demand, the worldwide COVID-19 epidemic highlighted the fragility of global supply networks. The changing business environment is pushing everyone in the sector to rethink their strategy and objectives.

The trend enterprise is predicted to take a lengthy time to get better from the pandemic, with analysts forecasting a difficult year beforehand for companies. Trends that emerged at some stage in 12 months marked by way of crises will no longer be forgotten by way of 2021, and they may also completely alter the industry's structure. Some of these modifications are true and lengthy needed, mainly when it comes to troubles of inclusiveness and sustainability. This year's trend urges to gaze ahead in pursuit of a higher future may also have been hastened. After all, this is a subject populated via dreamers.

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