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## “FASHION IN THE TIMES OF COVID-19: A LITERATURE REVIEW

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### ABSTRACT

History reveals a series of nasty occurrences which affected mankind severely resulting in a reformed shape of the complete eco-system where humans have to start again from scratch to showcase their resilience towards the disorder, the same is true in the case of recent pandemic Covid-19 also. This Chaos affected all the facets of human life whether it is society, industry, ecology, belief system, or the way we live on the planet earth. So, seeing the Fashion industry struggling hard during the recent pandemic should not be a matter of surprise as it is also part of the same ecosystem, after all. To delve deeper into this tale, a series of research papers, journal articles, research projects, media reports, and forecasts by a reputed agency is reviewed and presented in this paper which will be beneficial in unlocking the true potential and adaptive measures for the future. A qualitative approach to review the past reputed articles in context to Covid-19 impact on fashion industry is followed here.

**Keywords**-Covid-19, Sustainability, Internet, Design, and Fashion

### 1. INTRODUCTION

History reveals a series of nasty occurrences which affected mankind severely resulting in a reformed shape of the complete eco-system where humans have to start again from scratch to showcase their resilience towards the disorder, the same is true in the case of recent pandemic Covid-19 also. This Chaos affected all the facets of human life whether it is society, industry, ecology, belief system, or the way we live on the planet earth.

So, seeing the Fashion industry struggling hard during the recent pandemic should not be a matter of surprise as it is also part of the same ecosystem, after all. It got affected in multiple nuggets and showcased a strong resiliency to face this hostile market scenario. To delve deeper into this tale, a series of research papers, journal articles, research projects, media reports, and forecasts by a reputed agency is reviewed and presented in this paper which will be beneficial in unlocking the true potential and adaptive measures for the future. The following presentation is weaved in a chronological manner stating Key –focus areas happenings related to the fashion Diaspora as a whole.

### 2. METHODOLOGY

A qualitative approach to review the past reputed articles in context to Covid-19 impact on fashion industry is followed here .The major findings are grouped under sub-themes conversing & diverging at different nodes showcasing the hostile nature of impact made.

### 3. DISCUSSION

#### DIGITAL –SHIFT AND RELATED OUTCOMES:

Although Haute fashion has been seen embracing technology and innovation for a long the recent pandemic outbreak has forced the whole fashion diaspora to be online (Casini and Roccetti, 2020a). Digital participants like Google, Amazon, Skype, Walmart & Target have been able to boost their revenue manifold due to this recent surge in online traffic. (Gruenwald, 2020) Convenience and safety measures have been the main reason. (Hude, 2020b)

Further, the triumph of technology-based physicals to resist the risk factor involved in visiting physical fashion stores and ramp shows has also been an addressable factor for the demand in the online fashion market. (Seibel, Santos and Silveira, 2021)It has satisfied the consumers up to an extent for whom this lockdown was full of boredom.

(Silvestri, 2020a)

The late-adopters and skeptical buyers for digital platforms are also seen active on the e-commerce portal to let their fashion purchase happen during the Covid-19. (Kim, 2020)

This recognition of online platforms is possible only by embracing AR (Augmented reality) and VR (virtual reality) which ultimately gives surge to the online traffic. (Silvestri, 2020a) Apart from gratification made to the consumers it has also helped in relationship building easier and long-lasting (Mangussi, Dutra and Karam, 2021b).

The pandemic-led digital revolution has given a boost to the Bandwagon effect in the Fashion & Luxury of China where buyers want to be seen devoted to a particular social-media group showcasing their mindset and values. (Liang et al., n.d.)

Integration of technology like data analytics, digital mirror, smart dressing, clerk-free stores, 3-D representation, RFID tags, interactive touchscreens, beacon technology, and mobile apps are the sign of business transformation employing Fascinating experiences and sensory appeals in fashion retail. (Deshmukh, n.d.)

Buyers are willing to feel an augmented version of shopping portals rather than the basic ones. They want to get engrossed with illusions of physical appeal, spatial placements, background sounds, and avatars like sales assistants. (Silvestri, 2020a)

The craving for sensory stimuli is also found in the digital ramp-show audience where they are missing the texture, fabric, and embellishments of the ensemble. (Silvestri, 2020a)

Increasing demand for “virtual reality-based fashion shows” especially in the pandemic by companies like ORDRE is also justifying the same. (Silvestri, 2020a)

To let this materialize the Govt. or related body must emphasize access to the internet for rural chunks and policy ease for the online brands. (Hude, 2020b)

Apart from these Personal computers were the main gadgets in searching online and making the purchase. (Jílková and Králová, 2021)

#### **MOMENTS OF SUSTAINABILITY MEASURES:**

Fast fashion buyers throughout the world are feeling hopeless in wardrobe makeovers due to the chaotic supply chain network and unsafe consequences of visiting stores. (M and Kannappan, 2020b) Mushrooming of these brands in the past has given rise to multiple internal threats related to sustainability like water consumption, chemical pollution, and the plight of labor rights. (Tran, 2021)

Strategic planning for the sustainability of the fashion business is a must to have a sense of relief. (M and Kannappan, 2020b)

Following this sustainability in SCM (Supply chain management) can only be possible by introducing dimensions like diversion of wastage from landfills, controlling CO-2 emissions and environmental pollution is to be taken into account. (Rotimi and Hopkins, 2021)

Similarly, the existence of limited purchasing power has made consumers more conscious about their money spent for these fashion brands causing a shift in demand and supply overall. It is subsequently initiating the fashion brands to reshape the fashion calendar, slow-fashion, and design collections beyond the realm of seasons. (Santos, Seibel and Silveira, 2021)

Now the push from eco-anxious consumers is causing Companies to build a biosafe fashion portfolio by all the facets like organic packaging, adherence to environmental norms, recycle and reuse (upcycling, renting & repairing) of materials. (Seibel, Santos and Silveira, 2021)

Circular strategy incorporating factors like Green-reputation, Eco-design, efficient usage of utility, accountable HRM, Traceable, Sustainably certificated incentives, and circular premium like factors post-Covid-19 for letting transition into sustainability happen. (D’Adamo and Lupi, 2021)

Seeing the poor performance of creative industries like fashion design and other related areas proves that they are not effective enough in preventing external threats like Covid-19 by maintaining a healthy work environment resulting in a sense of security among the professionals working here. (Comunian and England, 2020)

Now and then these professionals are seen abandoning the industries because of a lacking sustainable growth shortly. (Comunian and England, 2020)

It also entails a weak HRM practice related to most of the brands in the fashion world.

It will not be wrong to say that this is two-way damage for both the Fashion brands and workers in the market. (Comunian and England, 2020)

During the study of Consumer perception towards sustainable fashion consumption, a profound direct or indirect input of functional, social, emotional, conditional, and epistemic values were found during Covid-19. So to let the sustainable purchase happen with zero reluctance the fashion brands should come forward in increasing the weightage of these inputs. (Nadia et al., 2020)

In one study experts were seen propounding the up-cycling of no-use objects like old clothes, candy bags, Daily objects to overcome the shortage of PPE- Personal protective equipment such as masks, face-shields and protective suits during Covid-19 apart from innovative practices like modification of PPE- Personal protective equipment for introducing sustainable designs. (Li and Liu, 2020)

The benefits of Personal Protective Equipment (PPE) to mankind during pandemic has raised the issue of “considering Personal Protective Equipment (PPE) as a clothing category” and justifying “right to clothing” consequently. This right entails democratization of fashion & clothing for the general mass in economical figures. (Graham, 2021b)

Although the recent vulgarity of the market due to outside threats like Covid-19 has taught the Fashion leaders and consumers a lesson of adopting sustainable practices so that voluntary stay over internal threats may get materialized soon. (Tran, 2021)

### **MOMENTS OF DESIGNING:**

Covering the face with a Mask has started assimilating into the mainstream fashion trend during Covid-19. (Tedjomurti and Suyanto, 2021b)

In the same vein, Women of Surabaya (Indonesia) are preferring cloth mask because of the patterns, designs, polka-dots, motifs it carries within apart from the repeated usability. The option to choose the mask as per the clothes they are wearing is letting them be more fashionable and increasing the demand for cloth masks. (Tedjomurti and Suyanto, 2021b)

Booming sales of colorful masks and anti-bacterial fabric made intimate wear line, cozy street styles, durable and minimalistic one's kind of classic designs are suggesting the fashion brands to redo their assortment planning for the upcoming seasons. (Zhao and Kim, 2021b)

Wearing a well-designed cloth mask on the bearded face is more preferred than any clinical mask because it is more comfortable to the face—shape and less susceptible to virus entry. (Prince et al., 2021) The acceptance of cloth masks and homemade masks by these folks is also lessening the scarcity of medical masks in the market and consequently leading to an ample supply for frontline-corona warriors. (Tedjomurti and Suyanto, 2021b) In one word we can say the “synecdochical” role is being played by Face-mask full filling all the parameters. (Silchenko and Visconti, 2021)

It is quite fascinating, noticing Athleisure and activewear brands being able to maintain their sales when all the fashion brands were found lagging in the pandemic. (AMED, BERG and Et al., 2021) Legal professionals have shown a strong reluctance to work from home (WFH) in comfy clothes as it may breach the work-atmosphere protocol, advocate that dressed in formals not only showcase their professionalism but also fosters a focused mindset much needed for the ongoing legal proceedings (Moran, 2020)

T-shirt with pictures of local revered objects, showcasing a belief that it is going to protect the wearer from the Covid-19 like a bad omen is a great example stating design is beyond aesthetics. (SOOKAROMDEE and WIWANITKIT, 2020)

Consumer's increasing discourse for sustainability has given rise to slow fashion mediated by Made order garments. Although made to order process takes time to produce and is pricy but they are also going to trigger local employment in the market. (Kreetta and Valonen, 2021)

On the other side, designers should hear the minimalistic echo of beige and camouflage colors are ruling the season. While talking about fabrics-leather, denim, and rainproof have become second skin to humans. Romantic and feminine appearance with long sleeves in parallel to polka dots and disty prints have been the taste of ladies. People feeling cozy and getting prepared for a picnic have brought Gingham pants and white jeans in limelight. To have an easy walk around they have preferred hi-sneakers and hi-top converse over any other styles. Above all these elements crescent-shaped bag with vintage leather and bamboo/plastic/ knotted handles are adding an extra touch to the overall look of these gracious ladies. ((Pinville, n.d.))

### **MOMENT OF COMMUNICATION & ADVERTISING:**

Like consumer groups and fashion brands, the digital ambassadors, influencers, bloggers also behaved differently during the Covid-19 outburst.

Previously they were portraying a fake, virtual identity while being on a digital platform but now they are forced to post their everyday life by being at home wearing comfortable clothes and pajamas. Zero access to film in beautiful locations unique spots and a utopian world has compelled these digital narrators to change the way of depiction.

Dressing with an eye-catching mask covering and working at a distance for online shootings was like pretending to be normal while not being normal for the fashion folks.

Two trends of digital influencers emerged Post-Covid-19 out of which one was unusual averting from the fashion brands advocacy and another was to be in the limelight at all costs.

Even the followers are following the same trap of gaining popularity syndrome and showing FOMO (Fear of missing out) syndrome post-Covid-19.

In addition to this, fashion brands should be cautious in weaving their story via online platforms as the manipulation of messages is easier due to the growing rate of prosumers nowadays. (Rossi, 2020)

Post covid-19 brands should adapt to the shuffle in the market by altering the promotion, focusing on utility-based products, and creating captivating content like Nike stating “play inside, play for the world”.(Pinville, n.d.)

A humanitarian & innovative form of promotion has been used by Luxury brands during the pandemic. Although the four brands Louis Vuitton, Chanel, Gucci & Burberry behaved differently while promoting themselves but their motto was the same i.e. promotion with compassion.

For instance, Burberry promotion with #stayhome campaign or Gucci donating mask & medical care is one among these. (Grilec, Vukusic and Dujic, 2020)

Confidence of the customer is the key to success in the market. And to achieve it they have been using real-time communication and content sharing on social media as a tool for a long. (Mangussi, Dutra and Karam, 2021b)

Socially responsible campaigns have established a system-based approach to advertising research. This holistic approach has been a triangular association between the Individuals, eco-factors, and advertising research overall. (Gangadharbatla, 2021)

A study done propounds that hedonic shopping and utilitarian shopping and online advertising is done during Covid-19 help measure the cognitive dissonance among buyers. In addition to this impulse buying and cognitive dissonance are positively correlated.

(Chauhan, Banerjee and Mittal, 2020)

Social media marketing activities (SMMA) of fast fashion brand Uniqlo in Indonesia during the pandemic revealed the trend fashion brands are leaning towards. The Social media marketing activities (SMMA) of the brand community on Instagram during this outbreak were more vivid and intense as well.

Product publicity, product image posting, product launch previews, and sharing posts of influencers and product endorsements with influencers through social media were key themes of these key themes. (Nahya Nurnafia et al., 2021)

Practicing Greenwashing in promotion has slowed down because consumers becoming more cautious. (He and Harris, 2020b)

Coming to conversion rate, UX-Design should be in such a manner that targeted landing takes place apart from the omnipresence of brands on all the digital platforms. On the other side, physical stores should try to be a room for experience, gathering, and joy to have maximum footfall. (AMED, BERG and Et al., 2021)

Unanimous advocacy was seen towards CSR activities by most of the Luxury fashion brands across the world converging on the appeal for the resiliency towards Covid-19. (Pelikánová, N`eme`cková and MacGregor, 2021) The study done on Inditex kind of Fast fashion brands reveals that relationship and trustworthiness create a symbiotic relationship between supplier and brands. It makes the supply chain strong enough to face turbulent times. (Opitek and Reformat, 2021)

#### **MOMENTS OF SUPPLY CHAIN MANAGEMENT (SCM):**

Covid-19 has made fashion brands shift their focus from lean manufacturing to agile supply chain management. Agile supply chain management is a holistic way to deal with supplier-buyer relations where the main area of concern is transparency and effectiveness in communication apart from partnerships to have strong resiliency. (McMaster et al., 2020) Instead of being empathetic towards the buying practices, payment terms, and communications towards the supplier base the buyers became more demanding, shrewd, and rigid in their trade practices during the pandemic which perfectly establishes the presence of power imbalance in the fashion supply chain. (Kiilunen and Ferrara, 2020)

Ninety percentage of Generation Z were seen advocating sustainability stating it is going to lengthen their life, stay connected with buyers, and ensure solid differentiation against rivals. The pandemic led to market ambiguity has made the brands realize the fragile nature of Supply Chain Management (SCM). (Pardo, Seara and Razvi, 2020)

#### **MOMENTS OF ADAPTIVENESS AND CAPABILITY**

The agility and adaptability of fast fashion brands may be charted as strategic planning tools because of the surge in demanding digital purchase trends.

These two factors can be measured by the "Purchase of concentration model" which is like theorizing ant colony optimization phenomena.

Agility concentration in the "Purchase of concentration model" should be made towards the domain of technology, management, and talent to combat these negative occurrences in the fashion trade. Fashion varieties rotation on weekly basis might help in controlling old stock spillage affecting the supply chain overall. Embracing hygiene-based delivery and packaging may be an amendment factor as per as adaptability of the fashion e-business model in the time of Covid-19. (M and Kannappan, 2020c)

The readymade garments (RMG) sector in Bangladesh comes second to China when we talk about top fashion brand manufacturers all across the globe.

But the outbreak of Covid-19 created a chaotic condition in its manufacturing, workforce, logistics, and other facilities consequently causing a supply-chain failure. Cancellation of bulk orders by brands like H&M, Nike, Columbia Sportswear, Primark, and Inditex has also been one of the key factors which can't be overlooked when it comes to supply-chain failures.

Consequently, the sustenance of the supply chain has become a point of concern among industry leaders and policy-makers.

They are taking prompt actions and letting their factory run following the govt. directed norms for preventing future damages apart from the flexible chain strength followed.

Likewise, factors to measure resilience framework have also been identified as “capability components of resilience” against vulnerability: flexibility, velocity, visibility, and collaboration Juttner, U. and Maklan, S. (2011). Aligning this capability factor against the vulnerability factor in four by four-quadrant matrix will lead to a multiple-status company that may discover itself. Whereas perfect placement will place them in a state of “balanced resilience”. (Ali, Rahman and Frederico, 2021d)

Brands should learn to be farsighted after seeing the critical state of the market due to Covid-19. They should strengthen themselves to be self-dependent enough to challenge any kind of crisis shortly (Buheji and Ahmed, 2020)

Shifting the company’s resources, real-time risk monitoring, sharing risk accountancy, and creating a healthy incentive system kind of actions may lead to a thorough adaptive behavior among fashion supply chains. (Hsu et al., 2021)

The deciding factors in stating an e-commerce Company’s suitability for facing crisis are Technological readiness, Environmental readiness, and Organizational readiness. It can enable fashion brands to be agile & adaptive. (Chauhan, Banerjee and Mittal, 2020)

### **MOMENTS OF CONSUMER BEHAVIOR:**

Choice overload behavior caused among the consumers by Fast Fashion brands has made the SFR (small fashion retailers) under the stress of inventory turnover ratio disaster. The proliferation of these local brands adopting the overstocking and last-minute discount strategy in the recent pandemic has resulted in the negative drift. Many of these brands are unwillingly selling their remaining stocks at a loss to let their retailing cycle go further by recovering the investment made. Portfolio realignment based on fuzzy logic can alleviate this issue apart from having a healthy return at the end of the day. (Sinha and Sainy, 2021b)

A new version of the Theory of Planned behavior emerged recently where threat and coping appraisals concerned with Covid-19 were affecting belief, Intention, and actual behavior respectively. Assessment of severity of threat during the threat appraisal process denoted consumer’s belief (subjective norms & attitude) about switching channels online, while the vulnerability explained zero correlation to online switching behavior. (Youn, Lee and Ha-Brookshire, 2021) Covid-19 led havoc has caused a sharp fall in collaborative consumption and shared transport apart from people spending the whole day in internet browsing to get away from boredom. (Esposti, Mortara and Roberti, 2021) Divide seen in face mask acceptance factor also justifies the same, One believes in avoiding face-mask because of comfort, autonomy and liberty it is bringing to them. And the other is seen adhering to the face-mask movement due to the health-concerns, hygiene issues, identity-building, and fashion quotient it carries within. Most of the women relate to the second set, fond of flaunting with this new piece of accessory. (Green, Kozen and Blumenkamp, 2021b) Most people without basic education and proper hygiene were seen avoiding face-mask whenever it was needed. Similarly, people without medical issues like DM & Cardiac arrest were seen avoiding it as they felt they are strong enough to resist the virus attack. Therefore a rational appeal is much needed to make people concerned about following the benefits of wearing PPE (Personal protective equipment). (Pooya MD et al., 2021)

### **MOMENTS OF CIRCULAR FASHION**

Obligation towards Circular-fashion is evident from the loop that entails consumers been avoiding Fast-fashion brands, increased second-hand market purchases, and considering recycling a disposable option. (Cipolla, 2021)

It has become a buzzword post-pandemic creating value for the business by generating an opportunity to satiate buyer’s demand, innovate and reduce environmental impact too. Rental, subscription, and Recommerce are the three methods implemented here to control extra surplus in garments production and are correlated to on-off events, shorter periods, and products of high quality as well as durability. In the same vein, circular design is all about the durability and repairability of garments produced. (Morrison, Petherick and Ley, n.d.)

Overnight fashion clothing rental got struck more badly due to diminishing demand in the market because of changing hygiene and lifestyle patterns due to Covid-19.

Overall survival of disruptive innovation like collaborative consumption has been a point to be pondered upon by the Fashion brands mobilizing it. (Brydges et al., 2020)

### **MOMENTS OF MANUFACTURING AND SUPPLY-DEMAND:**

For survival, brands have started working on different aspects like strengthening design image, indigenous manufacturing apart from using social media and technology as a tool. Here point which can’t be ignored is the investment constraint for forging investment capabilities.

Three points appeared during this study: firm-level dynamics, production, and retail as main spots where path-dependent progress of Australian fashion business is found getting affected by Covid-19.

Virtual interactions, stress among the workforce, massive supply-chain failure, and off-shore production halt were the severe Covid-19 attack to the firm-level dynamics.

Reshuffling in the production and delivery of garments is done to minimize the increased freight charges. Capsule collections like comfort wear were preferred based on working from home at the time of Australian winter.

Few local brands were seen involved in harnessing local manufacturing by making comfy knitwear and Zoom tops which were generating instant cash and employment as well for sustenance.

The geographical location of manufacturing facilities for smooth running of international brands is seen as a deciding factor due to their covid-19 - related Border or factory closure. (Brydges, Heinze and Retamal, 2021)

Covid-19 has caused repercussions not only on the demand side but supply-side activities like production, manufacturing, employment, supply chain, and pricing are also found getting affected due to the social-distancing norms to be followed during the pandemic. Indian textile activities are no exception here. (Kanupriya, 2021b)

During Covid-19 the cost that occurred for one minute of production in factories got severely influenced by elements like production lag, quality, absenteeism, and management support in the factories. (CHAKRABORTY and BISWAS, 2020)

Ultimately this has made the fashion sector cease up to a certain extent. (Kanupriya, 2021b)

#### **MOMENTS OF WORKFORCE:**

Foreseeing the dire consequences of Covid-19 has created industry people to crusade digital activism against the unfair practices concerned with sustainability in the industry. But “vocal for local brands” campaigns are a bit self-contradictory as many local designers are seen catering to offshore clients with minimum compliance with fair treatments for workforce and production areas. (Khan and Richards, 2021)

Alarming levels of mental workload & burnout rate in a workforce of Spain during Covid-19 lowered the shop-floor performance of the fashion industries. (Rodríguez-López, Rubio-Valdehita and Díaz-Ramiro, 2021)

Desperate times like Covid-19 have fetched the attention of Industry leaders towards the unequal treatment of the fashion workers till-date.

Disparity existing all across the global production networks (GPNs) led to bring solidarity & commonality measures in the industry.

To show this resiliency, brands like Prada & Dior have started to focus on worker's livelihood by producing essentials like Personal protective equipment (PPE) and sanitizers in the short supply. (Brydges and Hanlon, 2020b)

#### **MOMENTS OF PURCHASE:**

People are becoming fearful about clothing purchases as they may carry the traces of the Covid-19 like a virus.

This makes them disrupted about non-essential/discretionary purchases to be materialized often. Disruption in consumption is also leading to pent-up demand for the upcoming seasons as people are restricted to controlled purchases due to the outside threat like covid-19. (Liu, Xia and Lang, 2021b)

Covid-19 based govt. regulations have caused a surge in online buying behavior. A volatile market and further closure-like situation have also lead to panic buying behavior among buyers. Buying the necessary items has been the trend rather than filling the closet with the extra. (EPRA International Journal of Environmental Economics, Commerce and Educational Management, n.d.) Factors other than controlled purchases like Lifestyle changes, desire to look good, and need for self-actualization are also moderating the pent-up demands for fashion goods. People favoring comfortable clothes, mismatched styles, recycling wardrobes, and loungewear during this lock-down shows a transition in consumption pattern which is worth mentioning.

Overall they are in the mood for revenge consumption (Yang & Kidron, 2020). (Liu, Xia and Lang, 2021b)

The volatile market environment led by Covid-19 created a lot of space to break the already established mindset of the so-called cognitive misers.

Stocking non-perishable items and variation in online purchase-timing are insisting fashion brands embrace adaptability.

Most of the major brands are yet to show their resilience except a few like LVMH and a small Danish firm.

LVMH's innovation in the product category by introducing hand sanitizer rather than luxury goods and Small Danish firms known for discount offer discouraging hoarding of items in the short supply by charging massive premium are motivational factors for these fashion brands.

Although fashion brands are crossing through a fickle state of business still there is a chance of resilience.

For instance, small and mid-tier companies can reap the benefits by having new product trials, exposure, mindshare, and collaborations with a new and wide range of consumers due to the lack of interest shown by major brands in combating negative market behaviors. (Knowles et al., n.d.) A study done during the recent pandemic propounded the fact that the spatial position of physical stores related to fashion was playing a pivotal role in a business transaction to happen. Newly opened physical stores were seen performing well despite the pandemic and their low physical accessibility score. (Park and Lee, 2021)

#### **MOMENTS OF AI, BOTS, AUTOMATION, GAMES, AND WEARABLES:**

Fashion is entering virtual space and is also losing its lively charm. In the same line, the fashion brands are seeking the help of simulation-based gaming platforms like "Animal crossing the road" to strengthen their market standing in the time of uncertainty. Gaming platforms like this have enabled users to experience a virtual bazaar in parallel to an adrenaline rush moment caused by the simulation exercises. The household chores and daily life activities performed in this platform have made the whole virtual a real touch. Buying a clothing brand in this virtual bazaar gives a sense of ownership and consequently into the existence of self-identity. These gaming apps are updated regularly to give an extra real-life quotient. Updated Advergaming like this have been proved to be a boon to the individual brands and increasing fan-base in the bazaar of fashion. (Gibson, 2021b)

AI, BOTS and Automation has been proved the pulse of covid-19 affected e-commerce, fashion & retail. Companies have been successful in optimizing their value chain to attain an acceptable level of return. They are mining past data to predict a trend in design, sales, production, supply, and budgetary allocation. (Candelon et al., 2020)

Though zero-defect AI-forecasting is impossible the error reduction by twenty-five percentage compared to the manual one is for sure. (Candelon et al., 2020)

Live-streaming fashion shows, virtual avatars, and letting the consumer try clothes by augmented reality-based apps (YOOX mirror) have boosted sales of few fast fashion brands proving the need for innovation.

Noticing a defect in garment and knowing buyer's mindset using this kind of AI and Big data mixture are trending nowadays.

AI clubbed with various creative pursuits like music, fashion design, and visual-search assistance can be a few permutations and combinations for future innovations.

On the other hand lack of interest in online platforms has made fast fashion brands like Inditex and H&M perform badly even. (Casini and Rocchetti, 2020b)

The craving for sensory stimuli is also found in the digital ramp-show audience where they are missing the texture, fabric, and embellishments of the ensemble.

This kind of gratification is possible only by embracing AR (Augmented reality) and VR (virtual reality) which ultimately give surge to the online traffic.

Increasing demand for "virtual reality-based fashion shows" especially in the pandemic by companies like ORDRE is also justifying the same. (Silvestri, 2020a)

Unanimously people remarked that the so-called digital or hybrid fashion shows were lacking in forging personal tie-ups because attending shows means bringing business at the end of the day, even the continuous streaming of shows without a single break was too boring for the audience. (Tikanoja, 2021)

Similarly, AI (Artificial intelligence) and automation may aid fashion brands to come out of the frozen production, face recognition, fashion forecast, and other value-chain-related hiccups.

AI-enabled Fashion forecasts based on insights generated by e-visual cues by agencies like Heuritech are few leading examples of advancing fashion diaspora. (Silvestri, 2020b)

Getting donned with wearable electronic devices is a trend now especially in the time of the pandemic. Gadgets like micro-needle, smart textiles, smart lenses, and electronic epidermal are some of the devices which may be considered as an augmented version of basic products available in the future apart from smart-watches available at present. (Ates et al., 2021)

The spread of Covid-19 across the fashion field has generated the demand for connection and affection from the increasingly tech-savvy consumer base.

These demands have made the fashion brands become tilted towards biosafety, time, risk, and technology-like variables. (Seibel, Santos and Silveira, 2021)

#### **MOMENTS OF SOLIDARITY & COMMUNITY DEVELOPMENT:**

Ethnographic research is done to study the responses made to the recent pandemic by the social club of New Orleans (USA) resulted in a set of a diverse set of activities and projects focusing on Creativity, Sociability, and Solidarity. The social fabric woven out of the interactions done in this carnival gathering helped in alleviating existential and material insecurity commonly seen in a pandemic.

People were found sharing videos and images full of wearing pajamas and mask selfies representing the Facebook groups like Covid Couture.

Technology and social media platforms emerged as a trend to embrace for most of the masses because they helped in socializing and provided solace in this difficult time.

Collective mask making, sewing, and donating gave rise to Solidarity mediated by the mere pleasure of being together for a good cause. (Radice, 2021) People are involved not merely because of the community development aspect but the feelings of personal expression, joy, and well-being raised within them by getting exposed to craft creation because it is more acceptable. Just like digital interactions the craft-creation task also let the mass be interdependent rather than individualistic ones and ultimately making them feel relaxed. (Hahn and Bhaduri, 2021b)

Unexpected immigration of people has raised the connection and affection for local fashion, organic manufacturing, and personalized shopping moments. It is also going to build a sense of community development and solidarity among the fashion market. (Seibel, Santos and Silveira, 2021)

Overall these were a gesture towards an anthropology of the good. (Radice, 2021)

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#### 4. RESULTS

Digital –shift, sustainability, design, communication & advertising, supply chain management, adaptiveness and capability, consumer behavior, circular fashion, manufacturing and supply-demand, workforce, purchase, AI/BOTS/automation/games/wearable and solidarity & community development are the major area of concern during the pandemic and post pandemic also. These all nodes of change are converging and directing towards resilience and change in the industry. This will create a battery of repercussions which will be positive and negative both.

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#### 5. CONCLUSION

Having a quick review of the above-mentioned key findings, one thing is clear that Covid-19 led change in the whole course of the Fashion diaspora has made the industry people ponder upon the present and future of the Fashion Industry. But yes the reshuffling of internal elements may be helpful in instant relief and resiliency. For a more refined picture of these instances, thorough empirical research is a must on different factors mentioned above.

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