

The current event article I chose this week titled *How Coronavirus is Affecting the Fashion Industry* by Rachel Tashjian discussed several points on how the recent COVID-19 pandemic is impacting the fashion industry that I felt were interesting. One of the first points was how much coronavirus has overshadowed fashion week. The virus had just started spreading in Italy, which accumulated the highest amount of cases until the United States took the lead two days ago, right when shows began to start. The pandemic has caused several brands including Gucci, Burberry and Prada to cancel their resort shows which would have been happening sometime within the next two months. Some designers such as Giorgio Armani have decided to go virtual and livestream their shows instead. This can ultimately change the fashion industry entirely because if designers feel like showcasing collections online have the same impact that it does when they showcase in person, they might consider doing virtual shows for the long haul. Consultants also found that since the recent pandemic more sales have been made online especially since many stores have temporarily closed. However, there is no telling if brands will continue to ship online orders if the virus worsens. I received an email from Margiela recently stating that their Italian warehouse has closed until further notice and they will not be shipping orders until they reopen. Lack of orders both in person and online could hurt businesses severely.

Reference

Tashjian, R. (2020, March 18). How Coronavirus Is Affecting the Fashion Industry. Retrieved March 24, 2020, from <https://www.gq.com/story/how-coronavirus-is-affecting-the-fashion-industry>

The current event article I chose this week titled *Fashion industry answers the call for masks and personal protective equipment to fight Covid-19* by Oscar Holland discusses how designers are all coming together to produce masks and other personal protective equipment mid the coronavirus pandemic. Due to the shortage in masks over the past few weeks health officials have been forced to reuse masks in between patients, which put them at a higher risk of contracting the virus. Some even have had to make their own. The article also pointed out that Christian Siriano was one of the first designers to respond to the crisis, something that I found out in another student's article from last week. It appears that other designers, such as Balenciaga and Yves Saint Laurent, are following in his footsteps. Retailers such as H&M and Inditex have also stepped up to help.

Reference

Pellerin, O. H. | A. (2020, March 24). Fashion industry answers the call for masks and personal protective equipment to fight Covid-19. Retrieved from <https://www.cnn.com/style/article/fashion-industry-masks-protective-equipment-covid-19/index.html>

I love these designers efforts to help combat this pandemic. I think it really shows how important the fashion industry is. Some people really try to diminish the importance of fashion but fashion designers are saving several lives by doing this and it's amazing.

The current event article I chose this week, written by Pierre Mallevays, discussed how the fortunate abundance of recoveries from COVID-19 in Asian countries are being overshadowed by the growing number of cases being depicted throughout the United States and Europe. In contrast to the United States and Europe, stores have begun to reopen in China, causing sales to increase there both in stores and online. Several brands such as Moncler, Gucci and Dior continue to donate towards helping fight the virus. However, many brands are also coming out to say that the pandemic is destined to give them a major decline in sales this year. More specifically, LVMH anticipated that their first quarter sales could decline by anywhere between 10 to 20 percent, and Kering has expected a decline in the range of 13 to 14 percent. Several US stocks with high brick and mortar retail have decreased this month as well, Capri Holdings lost 58% of its value; Tapestry 45% and Ralph Lauren 37%.

Reference

Mallevays, P. (2020, April 6). Industry Sees Hope in China, as Coronavirus Takes Toll in the West. Retrieved from <https://www.businessoffashion.com/articles/professional/industry-sees-hope-in-china-as-coronavirus-takes-toll-in-the-west>

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April 7, 2020

Midterm EXTRA CREDIT 10PTS:

Directions: Watch designer Thom Browne complete design process for Fall 2020 and answer the review questions below.

1. Describe the design inspiration for the Thom Browne Fall 2020 collection?

The design inspiration for the Thom Browne Fall 2020 collection was Noah's Ark. Noah's Ark is a biblical story that involves a man, Noah, who was asked by God to bring two of each animal, male and female, onto an ark. From this Browne got the idea to do pairs on the runway. The bags of the collection were in the shape of animals and veils had embroidered animals to also reflect this concept.

2. The designer discuss fabrication being the next step in the design process after proportion and fit is perfected. What is the main fabric used for Fall 2020?

Thom Browne's collection is primarily based on Harris Tweed. The benefits of Harris Tweed is that the fabric gets better over time. Browne mentions that although the buyer of the garment nor their child will not appreciate it, his grandson will.

3. Where is the design atelier located?

Thom Browne's atelier is located in Paris, France. It is open year round and also includes a showroom, where they do all their hand finishings.

4. When did Thome Browne start sales for the Fall 2020 season?

Thom Browne started sales for the Fall 2020 season the day after the show.

4/21/20

<https://www.businessoffashion.com/articles/professional/boflive-coronavirus-update-to-the-state-of-fashion-2020>

The current event article I chose this week titled Primark Owner AB Foods Omits Dividend to Save Cash in Coronavirus Crisis

By Primark, an Irish fast fashion retailer

Apparently since the company's force shut down its 376 stores since March 22nd, Primark has been losing approximately \$806 million per month.

The article "Fast Retailing to Reopen Two Uniqlo Stores in Berlin" published on the BOF website today discusses that Japan's popular fashion retailer, Uniqlo, is planning on opening up two of its stores in Berlin, Germany this week. There are a total of 98 Uniqlo stores in Europe and all are currently closed except for one located in Stockholm where all stores and schools have continued to remain open despite the pandemic outbreak. A total of 289 of the company's stores have also been closed in Japan. On the contrary, almost all Uniqlo stores have reopened in China due to a decrease in COVID-19 cases. Still, the owner of Uniqlo, Fast Retailing Co., predicted a 44% fall in operating profit for the year through August. Similarly I have read that a lot of other places, such as Georgia, also plan on reopening many of its businesses this week. Personally, I think it is soon to start testing the waters and that this is not a good business decision, only because there are still a number of people who still have the disease, but only time will tell.

Reference

Reuters. (2020, April 21). Fast Retailing to Reopen Two Uniqlo Stores in Berlin. Retrieved April 21, 2020, from

<https://www.businessoffashion.com/articles/news-analysis/fast-retailing-to-reopen-two-uniqlo-stores-in-berlin>

I love that more and more fashion retailers are attempting to become more sustainable. I'm not sure if the company is the originator to textiles made from seaweed and wildflowers but I have not heard of it before. I think this is great business decision for Pangaia.

Wow I can not believe I did not know that was going to be Gaultier's last show! But I love that Balenciaga decided to go back to haute couture. I think Gvasalia has been trying to do this for a few years now. He has created a few collections that resemble Balenciaga's older couture style. I think that was a good decision and I'm looking forward to seeing the next collection.

The article I chose today discussed the reality of how retail stores will most likely look whenever they finally do reopen. Although it took stores only a few hours to close when the COVID-19 pandemic first took a toll for the worst, according to Brian Baskin, the author of this article, it could take months for stores to begin opening up again and winning back their customers. In efforts to make the transition a bit easier many brands have come up with different methods of in store shopping. In Poland Vitkac is building a “luxury drive through” which will allow shoppers to pick up their Gucci and Prada bags without even having to encounter another human being. Elena Miró, a plus size brand in Italy, are allowing customers to book shopping appointments to guarantee social distancing. Shen Beauty of Brooklyn, New York is currently trying to figure out a way to sell makeup without testers.

It is quite likely that many retailers will offer services such as curbside pickup and e-commerce operations in store. Most stores in China have already reopened and there have been a few to reopen in Europe. Even some US states, such as Texas, have proclaimed that they will be opening their stores within the next few weeks. The problem however is that fashion will most likely not be a top priority for most customers, even if stores are open. Target, a retailer who has stayed open during the pandemic, has lost 40% of its apparel and accessories sales since April and forecasters predict that sales in this industry can take months to even remotely go back to how they were.

Reference

Baskin, B. (2020, April 28). What Will Stores Look Like When They Reopen? Retrieved from <https://www.businessoffashion.com/articles/professional/what-will-stores-look-like-when-they-reopen>

Amidst the COVID-19 pandemic JCPenney has taken a huge step by filing a restraining order against Sephora in order to stop the retailer from departing from its stores. According to JCPenney, Sephora “threatened imminent termination” of their contract, which could lead to JCPenney suffering “irreparable injury” and losing several business opportunities. Sephora’s inside JCPenney locations provide sales to millions of customers each year and, during this time especially, Penney can not really afford to lose any sales. Sephora threatened that they would not provide any JCPenney stores with products unless J.C. Penney agreed to end its contract by April 2021. Sephora also stands by the notion that they will not open any of its standalone stores until

May 22nd even though JCPenney has started opening some of its stores this week. Sephora, concerned about current furloughed employees, demands that Penney use specialty sanitizers and that all hard surfaces in stores be cleaned with a special electrostatic spray.

References

Bloomberg. (2020, May 04). J.C. Penney Sues to Block Sephora From Closing In-Store Boutiques. Retrieved May 05, 2020, from <https://www.businessoffashion.com/articles/news-analysis/j-c-penney-sues-to-block-sephora-from-closing-in-store-boutiques>

Miller, H. (2020, May 04). JC Penney goes to court to try to stop Sephora from pulling out of the troubled chain's stores. Retrieved May 05, 2020, from <https://www.cnbc.com/2020/05/04/jc-penney-tries-to-stop-sephora-from-pulling-out-of-jcp-stores.html>