

BUF 2400-OL51

Zoom meeting: Wednesdays 4 pm - 5 pm

Weekly, students are required to post ONE current event every Thursday by creating a thread within the discussion board. The current event posted should reflect trends, business initiatives, and/or other related product development content within the fashion industry.

All entries MUST include the following:

1. A brief summary of the current event article (5-8 sentences).

Week 1:

Should Masks Be Fashion Accessories?

This article is about fashion masks, and how masks will fit into the fashion industry as they become such an important part of our daily garment. In the article five *Vogue* editors and writers discuss the rise of the fashion mask and whether it should be considered as fashion accessories. One of the editors Sarah Spellings, fashion news editor believes that masks will fit into the fashion industry as they become such an important part of our wardrobes. Even if we like it or not. That's something we wear. She also said she have seen so many designers and celebrities showing off their masks which she likes. On the other hand, other editors said that mask can't be functional things in our wardrobes to have become fashionable. Also, they argued that it doesn't have any sense of wearing a mask as part of a common good or benefit.

2. Cite the article website link in APA format.

Nast, Condé. *Should Masks Be Fashion Accessories?* 29 May 2020,
www.vogue.com/article/masks-fashion-accessories.

3. Respond to AT LEAST two classmates' current events with feedback no later than Sunday each week.

4. Post and respond to classmates on-time weekly to receive participation points.

6/1/2020

Week 2:

Coronavirus takes fast fashion's foot off the gas

There a lot of companies and stores that are running out of business because of the current pandemic situation. Due to COVID-19 a lot of stores are closed and businesses aren't running well as it used to be. According to the article "Coronavirus takes fast fashion's foot off the gas" most of the fast fashion stores like Zara, H&M, and Gap slowly reopening their stores but the coronavirus epidemic has had a devastating financial impact on the fast fashion sector, which needs a radical overhaul if it is to recover, experts say. Nearly 40 percent of businesses in the sector are expecting the impact to be "much worse." COVID -19 is affecting most of the companies negatively. In this article, it talks about how individual fast fashion companies are being affected negatively.

Huw Hughes, D., Wightman-Stone, D., Preuss, S., Turk, R., Fraser, K., & Afp. (2020, June 11). Coronavirus takes fast fashion's foot off the gas. Retrieved June 12, 2020, from <https://fashionunited.com/news/business/>

Week 3:

What crisis? Boohoo is online fashion's real winner

There are some companies that are bypassing the Covid-19 crisis and snapping up ailing retailers on the way. This company is a Boohoo company. Boohoo is going from strength to strength. Not only has the fast-fashion online retailer managed to continue to build on April's impressive sales, but the AIM-listed firm is also snapping up bargains that the coronavirus crisis has left in its trail. Few firms have managed to perform well in coronavirus lockdown, but Boohoo is definitely one of them. It has outperformed in the crisis in every way with sales surging, profits being upgraded, and acquisitions in full swing. The move by Boohoo to buy up Warehouse and Oasis is part of a bigger shift of high street stores moving online. This was a transition that was in play prior to coronavirus. However, the COVID-19 outbreak has accelerated a shift in habits that were already well underway.

Adegeest, D. (2020, June 18). What crisis? Boohoo is an online fashion's real winner. Retrieved June 18, 2020, from <https://fashionunited.com/news/business/what-crisis-boohoo-is-online-fashion-s-real-winner/2020061734052>

Week 4:

What will happen to India's luxury wedding industry after lockdown?

There are different traditions in every country. Centuries-old customs and traditions of some of the countries like Uzbekistan, Tajikistan, Pakistan and India are carefully maintained and passed on from generation to generation. Traditionally those people celebrate weddings very richly and cheerfully with peculiar splendor and abundance of guests. Weddings are a huge business, and their absence is keenly felt by the bridalwear industry in those countries, however the lockdown has had a huge impact on weddings and it's been very challenging for those people. There is an article that talks about India's luxury wedding industry after lockdown. In this article it talks about how the lockdown has affected India's luxury. Since the shopping malls were all shut. It's been heavy for the bridalwear sector. Plenty of engaged Indian couples have decided not to wait and have opted for intimate ceremonies at home — weddings hosted with a gathering of 50 maintaining social distancing are permitted. But most couples are stuck in limbo, with wedding venues paid for, flights cancelled and plans undecided. The question everyone's asking: once things settle down, will people still attend a large-scale celebration?

Vaidya, R., & McDowell, M. (2020, June 24). What will happen to India's luxury wedding industry after lockdown? Retrieved June 25, 2020, from <https://www.voguebusiness.com/consumers/what-will-happen-to-indias-luxury-wedding-industry-after-lockdown-covid-19>