



THE INFLUENCE OF THE COVID-19 PANDEMIC ON CURRENT FASHION TRENDS

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ABSTRACT

The impact of the COVID-19 pandemic on the development of modern fashion and its leading trends is analyzed. The aim of the study was to identify changes in clothing design, shape and decoration under the influence of the effects of the pandemic and the restrictions caused by it. The changes that took place in the leading fashion trends of the current and next seasons are studied; the causal relationship of these changes is established.

Key words: clothing design, pandemic, brand, trends, designer, decoration, print.



1. INTRODUCTION

Quarantine has made significant changes to the fashion industry. For creative people (designers, artists, etc.) this period was especially difficult due to the limitations of lockdowns and forced changes in everyday life: lack of enough live meetings, opportunities to travel freely in search of a new source of inspiration, lack of traditional collection shows in crowded halls. Designers lacked communication with their consumers, lacked sources of inspiration, and the usual schedule of life in preparation for the next show. However, thanks to the pandemic and the time that came during the period of self-isolation, creative directors and assistants were given a unique opportunity to find new trends and approaches to the process of creating new collections, rethink their vision, transform the form of self-expression.

2. SETTING OBJECTIVES

The aim of the work is to analyze the impact of the Covid-19 pandemic on the fashion industry and the work of designers, namely: to identify changes in the design of modern clothing; identify changes in current fashion trends; to establish the factors that influenced the patterns of formation of fashion trends.

3. RESEARCH RESULTS AND DISCUSSION

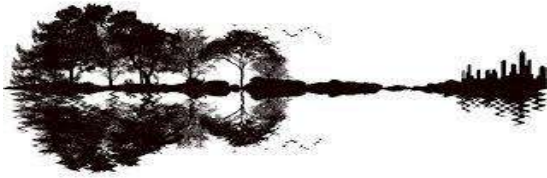
The impact of a pandemic on various areas of human life has been considered by scientists in their work. For example, the article [1] is about the consequences of the Covid-19 pandemic for employees of global brands, as well as for retail companies, internal and external crises, the global strategy of companies to respond to these conditions to maintain profitability and continue its profitability, full-fledged activity. The article [2] is about the changes in communication and information technologies, advertising and branding in the fashion industry, which arose as a result of the Covid-19 pandemic. The process of transition of brands to Internet communication with customers due to the impossibility of this process in the traditional way is described. The analysis revealed that world-famous brands have switched to multimodal storytelling through various social networks and their own sites.

In [3] it is noted that despite the period of the Covid-19 pandemic, the fashion industry has continued its rapid development and transformation. The issues of changes in the way of showing clothes to a wide range of consumers and finding new ways to meet this need are highlighted. The advantages of the virtual demonstration of clothing for the full functioning and development of global brands provided not only for pandemic period, but also after the exit.

So, a significant number of authors have considered the impact of the pandemic on the fashion industry. However, the issues of changes in current fashion trends during it are remained unresolved.

The period of the Covid-19 pandemic became a starting point for the emergence of new stylistic trends and new fashion trends. For example, world-famous brands have begun to use quite unexpected prints in their projects. The choice of characters was not aimed at the younger generation, on the contrary - things are addressed to adults to bring them pleasant emotions and joy. Bright examples of decorating products with such prints can be seen in many collections. The Spanish brand Loewe has released a collection, a collaboration with a character from the cartoon "My Neighbor Totoro" (Fig. 1, a). Gucci has chosen another hero from Japanese film culture for its collection - the alien cat Doraemon. Well-known clothing street style store Kith presented a collection with "The Simpsons". The famous couple from the cartoon series - Mickey and Minnie Mouse was used on classic Stan Smith sneakers in collaboration with Adidas.

During the pandemic, the "family-look" trend changed dramatically: adults began to wear products with decorations and clothing of such forms that are inherent in children's clothing. It can be explained by fatigue from difficulties, getting used to a new life during quarantine. By this way clothing consumers tried to get rid of the everyday difficulties of being in isolation. There is a trend when 35-45 year old people miss what they wore 20 years ago. Another reason is that the age of "adulthood" is gradually changing - if in the last century, 30-year-olds were considered full-fledged adults who were already raising their children, the current generation will be different. The older generation also leads an active lifestyle, masters the world of the Internet and travel.



During quarantine social networks in particular TikTok began to play a significant role in creating trends. People have shown an interest to simple and bright clothes with unusual prints that are easy to remember. One such thing has gained widespread recognition - the indie brand dress Lirika Matoshi with transparent tulle and embroidery in the form of strawberries. Vogue magazine called her "the best dress of the summer" (Fig. 2, a). Such success of this dress became possible thanks to popularization through social networks: in a difficult period people wanted to feel children's joy, therefore bought things of such style. This dress in the style of the "Disney princess" achieved the greatest success.



Fig. 1. Finishing accessories: a - bright prints on products of the Loewe brand;
b - earrings in the form of large shrimp from the Shrimps brand

Brands approached the theme of "childhood" differently, but all of them adhered to one goal - to bring a smile on customer's face and pleasant memories of a carefree childhood. The online store ASOS added in 2020 to the range a plastic butterfly hairpins. The brand "Shrimps" offered earrings decorated with stones in the form of a large shrimp (Fig. 1, b). Clothing with ruffles, lush sleeves and an inflated waist, resembling children's dresses, is gradually entering women's fashion.





a

b

Fig. 2. Decoration of clothes and accessories: a - indie brand dress Lirika Matoshi; b - prints from Disney cartoons on products of the Gucci brand

H&M presented a unique clothing line in collaboration with Simon Roche, which is known for its "doll" outfits with rich decoration. Alessandro Michele, the chief designer of Gucci, widely covered in his collections playful images created in collaboration with Disney and Pokemon Go (Fig. 2, b). Another brand that also reproduced children's aesthetics in its 2020 collections was Miu Miu. The designer offered products with a simple silhouette in the "girl's style", which were decorated with a lot of handmade.

Quarantine has led to a new approach of preparation and presentation of online and the first offline presentations of collections. But most of all, this time was reflected in the design: a non-standard and unusual approach was successful for both creators and future customers. In such conditions, designers have the opportunity to simply create without thinking about the marketing side and the commercial component.

The modern world of fashion has taken from children's clothing not only aesthetics, but also adopted the main motives: a sense of inner freedom, reflected from the outside, a calmer attitude to their appearance and so on. This approach has become the most logical and acceptable in times of pandemic constraints. A person spending a lot of time at home and with loved ones, was able to find a comfortable style of clothing that does not need to adjust to standards and trends. During the pandemic, designers were able to look at the field of fashion in general, to change the creative approach to work. The pandemic period showed consumers and creative people that fashion is very flexible and can adapt to different conditions.

4. CONCLUSIONS

The impact of the Covid-19 pandemic on the fashion industry has been studied. Changes in clothing design and approach to creating products in the latest collections are identified. The changes in the approach of designers to the process of creating clothes, as well as its decoration, in order to meet the needs of consumers are described. Changes in clothing trends that became relevant during the pandemic period have been identified. A new way of showcasing collections by world brands online is considered.



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