

## How the Pandemic Has Changed the Way People Dress

- People focus more on comfort and practicality because remote work and online classes has become a commonplace.
- Working from home and taking online lessons reduce the need for formal wear.
- Clothing items like sweatpants, hoodies, and athleisure wear, have become more popular
- Face masks became a daily necessity, and it leads to the rise of fashionable and reusable masks.
- Some brands integrated masks into outfits as a fashion statement.
- People place less emphasis on formal attire
- Fewer social events and office work meant a decline in demand for suits, dresses, and high heels.

## 2. How the Pandemic Has Changed the Way People Shop for Clothes

- There is an Increase in online shopping for clothing items
- After experiencing lockdowns and social distancing, more people are used to shopping for clothes from e-commerce platforms like Zalora, ASOS, and Taobao.
- Brands and e-commerce platforms invested in virtual fitting rooms and AI-powered size recommendations to improve the online shopping experience.
- People have greater interest in second-hand and sustainable fashion products
- Economic uncertainty led people to buy fewer but higher-quality items.
- More consumers explored thrift shopping, rental fashion, and upcycling old clothes.
- Social media platforms like Instagram and TikTok helped small fashion brands gain popularity.
- People have a stronger preference for contactless shopping and digital experiences
- Many retailers, like Uniqlo and GU, introduced contactless payment, in-store pickup, and AR (Augmented Reality) shopping experiences.
- Live-stream shopping events became popular, especially in China and other Asian markets.

### 3. How the Fashion Industry Can Cater to These Changes

- Fashion brands need to enhance digital and online shopping experiences
- Brands should invest in better websites, virtual fitting rooms, and AI-powered recommendations.
- Fashion companies can rely more on live-stream shopping and social media marketing to promote their products and boost customer engagement
- Companies need to design more multi-purpose clothing that is stylish yet comfortable for both work and home.
- Companies can put more effort into designing breathable, antibacterial, and easy-to-clean fabrics.
- Brands can adopt AI-powered styling assistants to help customers choose outfits.