

Casualization of Fashion: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the apparel sector, with a particular focus on casual fashion
- Consumers' approach to buying clothes in a down economy
- Types of comfortable clothing items, including athleisure types, people are wearing more frequently
- Consumers' attitudes toward workwear

Consumers' desire for comfort, the explosion of versatile activewear and the relaxation of work and social dress codes have all played a role in today's casual clothing lifestyle. It began before the COVID-19 pandemic but has only been propelled by the pandemic in 2020 and will outlast the virus for the foreseeable future. Casual clothing items are primarily the only type of clothing consumers are buying right now, bringing significant challenges to the apparel sector in general. Retailers need to tout their existing casual pieces and/or consider expanding product assortments to include more casualization. In the future, even when there are more occasions to dress up for, consumers will not want to be confined in their clothing and continue to seek comfort, versatility and function.



"Sweatpants, hoodies and other comfortable clothing items compose the uniform of choice during the COVID-19 pandemic as consumers are confined to their homes. The reality is, though, that this casual approach to fashion has been trending for some time and will outlast the pandemic as well."

- **Diana Smith, Associate Director – Retail & eCommerce**

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