The Fashion World is being Halted by Coronavirus

Coronavirus, the virus that is taking the world by storm, is becoming a huge threat for the fashion industry. The virus has now been spotted inside some of the fashion world’s top locations: Italy, Paris, the U.S, and Japan. This rapid influx of coronavirus in these locations causes fright in the eyes of designers, retailers, and even shoppers. Coronavirus could cause a really big crisis in the fashion world if something isn’t done about it soon.

Twice a year, high-end fashion houses present their new ready-to-wear clothing for the upcoming season of apparel. It was now that time of the year where fashion houses would be announcing their new ready-wear. This would be done through a series of Fashion Weeks from New York to London or Milan to Paris; one immediately after the other in sequence. This sounds great, however, this causes a problem with the uprise of coronavirus. What most likely would happen is all of the fashion house executives, designers, reporters, customers, and other people would be traveling from New York City to London to Milan and then to Paris. Traveling this many times to many other countries in a very short time period is very bad for spreading viruses.

This year’s Milan Fashion Week was interrupted by the spread of coronavirus in Italy. The fashion show had a lot of people wearing masks and or other protection from the spread of illness. A picture of a man and a woman went slightly viral after the picture depicted a man wearing a couture suit with a face mask and glasses covering his face with presumably his with beside him with the same protection gear.

Immediately after Milan Fashion Week, Milan was a complete ghost town. One top restaurant that many fashion-week-goers visit made only around 30 euros in total. Milan was shut down due to coronavirus. Recently, a coronavirus-infected person was attending Milan Fashion Week and Paris Fashion Week. This is all bad news for fashion houses attempting to show off their new lines. Many houses completely cancelled their shows due to the rise in coronavirus in these various countries.

Also, Chinese factories that produce some of these clothes have been shutdown due to the coronavirus and many fashion houses haven’t been able to hear back from the factories in a while. No new products being produced is an upsetting thing for these fashion houses and could possibly make companies go bankrupt. Coronavirus is hurting the fashion industry badly.