

# Talking strategy: textile and apparel firms rise to the challenge of COVID-19

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Date: April 2020

Pages: 13

Price: US\$ 350.00 (Single User License)

ID: TE06014A192AEN

## Abstracts

The COVID-19 pandemic has caused a massive shock to the global economy in general, and to textile and clothing manufacturing and retailing in particular. In an attempt to prevent the spread of the disease, a number of governments around the world have imposed strict lockdowns, resulting in severe disruption to supply chains and closing off opportunities for shopping in retail stores. Some consumers have continued to shop online, but overall demand for apparel has fallen dramatically as workplaces, restaurants and entertainment venues have closed. Meanwhile, health care facilities have become overwhelmed, and there have been massive shortages of personal protective equipment (PPE) for health care workers. To address the shortage of PPE, manufacturers of consumer apparel have been repurposing their factories in order to manufacture PPE and support the fight against the pandemic. In this report, Robin Anson highlights some of the effects of COVID-19 on the global economy and reveals how apparel brands and retailers have been responding. Furthermore, he discusses measures being taken by some of the world's leading apparel companies to safeguard their businesses and contribute to the global effort of combating the pandemic.

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**APPAREL COMPANIES “REPURPOSE” THEIR FACILITIES AND SWITCH TO MAKING PERSONAL PROTECTIVE EQUIPMENT (PPE)**

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