

## **Effects and Repercussions of the COVID-19 Virus on the Fashion and Textile Industry**

**Dr\Marwa Yassin Mahmoud**

**Lecturer of Spinning, weaving&knitting Dep. Faculty of Applied Arts- Benha University.**

[marwa.yassin@fapa.bu.edu.eg](mailto:marwa.yassin@fapa.bu.edu.eg)

**Dr\ Sarah Atef shams**

**Lecturer of Fashion and Design Technology Dep Faculty of Applied Arts-Benha University**

[sarahshams@fapa.bu.edu.eg](mailto:sarahshams@fapa.bu.edu.eg)

### **summary:**

The Covid-19 pandemic struck the world suddenly and in an unprecedented way in terms of the speed of its spread worldwide, the inability to remedy the consequences, and the severity and strength of the effects resulting from the pandemic, to enter the world in an attempt to control the spread through a series of closures that ranged between Complete to partial closure, as well as the duration of closure, whether complete or partial was differed from one country to another. The shadows of the pandemic's effects have widened, not only on the health level, but on the industrial level and therefore the economic one as a result of the closures and disruption of global supply and supply chains, with the stagnation of the buying and selling movement, in addition to the transformation of a large sector of work sectors to work from home through modern technological solutions that pushed countries for a faster and more comprehensive digital transformation.

Fashion in clothing is an art based on science, design and application, and its change is only an indication of social, political, economic and health changes, and it is one of the foundations of the development of society as a pillar of its progress. The image of clothes or textile materials, as it is considered the window from which we can look at the personality of the individual and expresses his entity, and the Covid-19 pandemic has changed the fashion trends in clothes based on the change in the world, for fashion houses to focus on the upper pieces and emphasize the highlighting of the brand in the upper part that appears across the screens, the face masks have become an integral part of the basic accessories, and the psychological and psychological influences were reflected to determine trends for the distinctive colours of fashion during this period.

The textile and clothing industry was one of the industries that most affected after the transfer from the repercussions of the Covid-19 pandemic in terms of focusing on textile products used in the field of protection and protective and precautionary measures from the manufacture of medical masks, as well as focusing on the use of materials that withstand the effect of disinfectants and temperatures during washing, as well as The textile machinery manufacturing and trading market has been affected.

Among the most important effects of the pandemic on the industrial sector in Egypt are the following:

(Negative) The slowdown in the activity of the industrial sector, the decline in local and international demand, and the suffering of some factories from the lack of production requirements imported from abroad, especially from China, the rise in the prices of production requirements for some industries, the decline in investments in the industrial sector, and the suspension of investment plans due to the uncertainty that accompanied the pandemic. In addition, laying off part of the employment or reducing salaries and closing some factories. As for (positive) effect, it is the tendency to rely on local industries to meet production requirements, and to focus on deepening local industrialization of strategic industries.

**Key words:**

Textiles, Fashion, Textile industry and fashion trends, COVID-19 pandemic