

DESIGNING SUSTAINABLE RESORT-WEAR FOR THE NEW INDIAN MARKET

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ABSTRACT

The research aims to understand the changing nature of Fashion, particularly Resort/Cruise wear through its current evolution in the Indian market. It furthermore evaluates its position in the COVID-19 and post COVID-19 Pandemic era. The research seeks to understand trends and forecasts that will dictate the present and post-pandemic fashion scene, particularly focusing on topics of sustainability, like waste generated in the textile industry and fabric waste management. This paper follows a predictive analytical method of research that eventually takes on an experimental route in creating resort-wear for a post-pandemic market that not only eliminates fabric waste, but promotes versatility and capsule wardrobe culture. The research concluded that through the years, Resort fashion has developed into a far more diverse category that goes beyond beach essentials. The effect of the COVID-19 pandemic on Resort wear collections has been found to be remarkable in a way that changes the entire dynamic for this category. It has even had a significant impact on the buyer's psyche wherein more people are seen to be more conscious of their contribution towards the sustainable fashion movement.

KEYWORDS: COVID-19, Resort-Wear, Textile Waste, Sustainability

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