

THE IMPACT OF THE PANDEMIC ON FASHION DESIGNER'S SHOW

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Research purpose. Analyze the impact of the pandemic on the presentations of fashion designers. Also present what are the possible alternatives and solutions for the presentations of fashion designers.

Keywords: creators, culture, fashion, fashion design, presentation of fashion collection

Research Methodology. A case study research method was used to study the presentations of fashion designers. The study uses an observational method for content analysis.

Results / Findings. The impact of the pandemic on the presentations of fashion designers in Lithuania and abroad has been analyzed. Introduced to non-traditional fashion presentation models. It has been concluded that Lithuanian developers are in no hurry to look for alternatives, rather waiting for them to get on the old track. The research was based on primary sources and personal experience, self-analysis.

Originality / Practical implications. The study touches on a topic relevant to today's context for fashion designers to encourage the search for alternatives to creative presentations.