

Call for Papers: Special Issue for Clothing and Textiles Research Journal (CTRJ)

Fashion and Textiles in COVID-19 Global Pandemic: Challenges and Opportunities Open Access

Manuscript Submission Deadline:

1st Round October 1, 2020, and 2nd Round December 1, 2020

Expected Online Publication: As accepted

Expected Sage Publication Date: As available under the “special content”

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The COVID-19 global outbreak has completely changed our daily lives with social and economic shutdowns greatly impacting the global economy. The COVID-19 pandemic presents unprecedented challenges, especially to the fashion and textiles industry. Widespread layoffs and furloughs have increased the U.S. unemployment to 14.5%, retail establishments are being temporarily or perhaps permanently closed, apparel/textile manufacturers are struggling to get necessary supplies, and consumer spending on non-essential clothing has decreased (Jones, 2020; Long & Van Dam, 2020; Uddin, 2020). The impending economic crisis is expected to have a huge impact on fashion industry businesses in 2020 and beyond (Stiglitz, 2020).

While many businesses struggle during the pandemic, others may emerge stronger. Retailers such as Amazon have been adding staff to handle their increased order volume (CNN.com Wire Service, 2020). While some consumers are purchasing low-cost, low-margin necessity goods such as toilet paper, others are taking the online opportunity to purchase luxury goods (Weiss & Lewak, 2020). Some are using their shelter-in-place orders to turn to their screens for entertainment, connection, and retail therapy, especially those anticipating a stimulus check. In a poll of 2,000 Americans, 72% indicated that retail shopping improves their mood, and some consumers indicated they spend as much as \$200 a month on impulse purchases (Baptiste, 2020). Even discount retailers, such as Wal-Mart and Target, have seen evidence that people are spending their stimulus checks on non-essentials such as electronics, clothes, and toys (Buchwald, 2020).

Still other businesses have shown their resilience and have found ways to adapt to the challenges of the pandemic. Manufacturing firms are shifting their outputs to products that are required in the changing pandemic environment (McKnight, 2020). Others are adapting their delivery models. Textile/fashion manufacturers in several countries changed their production to face masks as the demand increased and the availability decreased (Subramanian, 2020). Even

individuals took to face mask production; distributing them freely, selling online, or making them for family and friends. Luxury brands started selling masks for both health and aesthetic reasons. However, varying cultural and social norms have revealed different attitudes toward wearing masks in public and has had an impact on the wearer's self-identity. And, although a growing variety of masks are available, little is known as to how useful the masks and the materials that they are made from are to the individual.

The pandemic is a very complicated phenomenon; the fashion industry and fashion consumers need to understand what the phenomenon means with in-depth insights. Therefore, this *CTRJ* Special issue aims to assess: 1) how is the COVID-19 pandemic changing the fashion/textiles industry and fashion consumers' shopping behavior; 2) what do the changes mean for the fashion/textiles industry and fashion consumers, and 3) what has been the challenges and what kind of opportunities can this pandemic provide to business decision makers, fashion brands, retailers, and manufacturers in order to be competitive in the business market that will emerge in the Post-Pandemic era. There are many potential applications of theory, practice, and research that can contribute to phenomenological investigations in the fashion area during this global pandemic. *CTRJ Special COVID-19 Issue* invites papers related directly to the pandemic as well as papers that draw on related research.

To help bring new insights into this topic, *CTRJ* Special "COVID-19" issue welcome papers from researchers, practitioners and professionals working in all fashion related fields. Interdisciplinary studies are also welcomed to provide innovative solutions or strategies for fashion/textiles companies, designers, fashion brands, marketers/retailers, educators, and policy makers during and after all phases of the Covid-19 pandemic. Topics for this focused issue may include (but are not limited to) the following:

- Best practices concerning the design, production, and consumption of PPE
- New technological/material/clothing product development that contribute to the fight against the COVID-19 pandemic Fashion retailers and apparel firms' responses to COVID-19
- Social, environmental, and economic impacts of COVID-19 on clothing/textiles, industry
- Historical analyses and comparisons of past events to COVID-19 response (e.g., SARS, 9/11, Flu of 1918)
- Best practices for teaching clothing and textiles courses using remote instruction
- Appearance management during COVID-19 pandemic
- Changes in consumer behavior and consumer psychology
- Sourcing/supply chain issues during COVID-19
- Emerging global, technological and social trends in clothing/textiles industry caused by COVID-19
- Future and challenges in clothing and textiles related to COVID-19 and "the new normal"

Process for Submission and Review

There will be two rounds of submission deadlines: 1st Round by October 1, 2020 and 2nd Round by December 1, 2020

Unlike regular issues, the contents from this special issue will be available online with open access as the manuscript is accepted at no cost to authors. The *CTRJ* website will collect the contents together and create an online (“mock”) issue specifically dedicated to COVID 19. Online publication and free open access to provide greater coverage of content dissemination and hopefully timely citations. Furthermore, instead of having a dedicated a special issue, the articles will be published in the next available hard copy issues under the special content title for timely dissemination of our knowledge.

The special issue will follow *CTRJ*'s existing style guidelines and review procedures (double-blind review). However, an expedited review and revision process will be employed. For example, the reviewers will be asked to complete the review in 1.5 weeks, rather than the standard 3 weeks. Guest editors' responsibilities will be completed within 3 days, instead of a week. The authors will be asked to review and resubmit the manuscript within 2 weeks if at all possible. This will reduce the usual 3 rounds of review to 3-4 months with a hope to publish the article online as early as January or February 2021.

Electronic submissions will be through manuscript central (<http://mc.manuscriptcentral.com/ctrj>). Manuscript guidelines are detailed in the *Guide for Authors* inside the cover of *CTRJ* and available online through the ITAA website (www.itaonline.org).

Guest editors' content expert areas are as follows:

- Design and product development – Cao, Hahn, Schofield
- Merchandising/Retailing and consumers – Bhaduri, Chang, Lee, Yurchisin
- Industry, supply chain and textile science –Bhaduri, Cao
- History, culture, social psychology –Chang, Lee, Schofield, Yurchisin
- Education – Chang, Hahn, Lee

Upon receipt of the manuscript, Youn-Kung, Lydia, Kim (Editor in Chief) will review the abstracts and ask guest editors stated above for the most suited person to serve as a guest editor for that article. For example, if a design manuscript is submitted, Lydia will forward the abstracts to Schofield, Hahn and Cao. The three of them will decide who will take over as the main editor. Not only the expertise of the editor must be considered but also timing/schedules/personal or professional duties at that time, as well as the conflict of interest must be considered when assigning the main guest editor.

The group of guest editors will try to even the workload amongst the guest editors for both 1st and 2nd round submissions. That is, if one served as the guest editor for 1st round submissions, she or he would be provide opportunities others for the 2nd round submissions. Workload will be managed internally, although we understand that it would be difficult to predict what the workload would be, given it is impossible to know how many submissions we will have per content area. The guest editor group is committed to work together for the purpose of this focused issue and to advance the knowledge in the field.

The guest editor will then proceed with double blind review. Reviewers will be selected from the list of the *CTRJ* editorial board and an ad-hoc list of reviewers, including guest editors.

There will be no set number of accepted papers. The papers will be reviewed and decided based on the decision categories of CTRJ review available from https://journals.sagepub.com/pb-assets/cmscontent/CTR/CTR_Decision_Categories_Brief-1561580394603.pdf

When the guest editor needs additional opinions, she or he will consult with the appropriate guest editor(s) within the group. VP of Publications, Jung Ha-Brookshire, will also serve as a third opinion reviewer.

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