

Marketing response of fashion brands to COVID-19 pandemic

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Acknowledgements:

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Cite as:

Bachnik Katarzyna (2021), Marketing response of fashion brands to COVID-19 pandemic. *Proceedings of the European Marketing Academy*, 50th, (104367)

Paper from the EMAC Regional 2021 Conference, Warsaw, September 22-24, 2021



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Abstract

The aim of this paper is to uncover and analyze the reaction of selected brands from fashion industry to COVID-19 pandemic. The paper takes a closer look into how their marketing activities and their attitude towards designing customer experience either changed or stayed untouched in the light of new market conditions created by a sudden and unexpected event that totally disrupted their operations. The projected marketing response resulted from changes in the subsequent consumer behavior. As it turns out, turning to digital marketing and focusing on the online touchpoints with consumers has been a popular agenda of fashion brands, however they did not limit themselves only to it. Rearranging portfolios to meet new fashion trends, opening up to CSR initiatives and showcasing emotions turned out to be powerful too.

Keywords: *digital marketing; consumer behavior; pandemic*