Overview Of Fashion And Apparel For 2020 And Outlook For 2021

Mr. Avinash Mane, Commercial Head, South Asia, Lenzing Group



“2020 has impacted every aspect of our lives. As we continue to battle the pandemic, the textiles and apparel industry world-over experienced unprecedented disruptions. The pandemic has thrown light upon the urgent need for consumers as well as organizations to focus on sustainable choices, products and processes. And to that effect, sustainable fashion has accelerated to centre stage within the industry. The global ethical fashion market was earlier also estimated to grow at 6.8% CAGR, from US$6.35 billion in 2019 to $8.25 billion in 2023. The sustainable fashion trends of the future are heavily influenced by the events of today, which could never have been predicted. As we look towards 2021, we believe that the changing consumer attitude will continue to encourage the industry to embrace sustainability at all levels.”