

















forward, the COVID-19 pandemic will positively impact the culture of sustainable fashion around the world, with the debate now centered around how well the concept of sustainable fashion has been embraced and integrated in Nigeria (Cernansky, 2020; Agbonkhese & Aganbi, 2016). For instance, despite the many challenges, such as overdependence on imports of raw materials, lack of government funding to support fashion sustainability, lack of coherent national strategy to safeguard and protect the environment, and inadequate public awareness about the concept of sustainable fashion many brands have continued to draw attention to sustainable fashion [38][31].

## 8. Recommendation and Conclusion

One of the study's main contributions pertains to the argument that the impact of the pandemic cannot be said to be equal and proportionate in the various socio-economic contexts around the world [2]. The study has been able to reflect the impact of COVID-19 on fashion retail from a developing economy context such as Nigeria. It has also raised the need for other studies to employ a similar methodology in appraising the impact of the pandemic on fashion retail in developed and developing economies context around the world. Such collective efforts will give a better view of the impact of the pandemic on global fashion retail pending when more holistic research or studies can be carried out in the future.

While the ensuing debates indicate that the post-pandemic future of fashion retail will largely depend on technology, the assumption that the human race will drastically plunge into the world of digital solutions as a means of survival may not necessarily be the case in all contexts. For instance, though the place of technology remains sacrosanct moving forward, consumers will continue to switch between in-store and online experiences in the foreseeable future, hence the argument for a digitally dominated space does not necessarily suffice.

This research was carried out during the peak of the Covid-19 pandemic, therefore this provides room for detailed research that may be conducted on Post Covid-19 pandemic impact on the fashion businesses, where more robust insights into how the COVID-19 pandemic impacted the world of global fashion retail, and more specifically, Nigeria. Secondly, the PESTLE analysis has been applied to this research area, however, further research can be carried out by adopting a different academic framework relevant to the research.

Embarking on further research at this time will not only give more insight into the impact of the pandemic on global fashion retail but could provide critical understanding for those in the policy environment. Particularly, the implementation of more sustainable practices and business models could provide a

significant opportunity for fashion retail. Finally, the study has opened an important debate on how stakeholders including experts and scholars in global fashion retail should approach engagements bordering on repositioning the fashion industry towards a sustainable future. Specifically, the study has been able to bring to the fore that different conditions exist that would impact how fashion retail shapes a sustainable future. The conditions border on disparities in technology between developed and underdeveloped countries, variations in infrastructure and other social amenities, as well as the rule of law. Others relate to the quality of fashion education and good governance available in developed and underdeveloped economies around the world. These various conditionalities could define whether fashion retail in some socio-economic contexts, could crash and remain moribund in the long term or others would regain momentum as soon as possible and move up on a trajectory of growth into the foreseeable future.

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