

Coronavirus: The Increasing Demand For PPE

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As the pandemic rages on across the globe, personal protective equipment (PPE) from face masks to apparel is growing in importance. We break down the trajectory of growth in retail and pop culture, who's investing and how this gear is being communicated to consumers.

Areas Analyzed

[The Growth Of The Face Mask](#) • [Who's Offering Apparel?](#) • [Anti-Bacterial Fabrics - An Untapped Opportunity](#) • [How Is It Being Promoted?](#)

The Growth Of The Face Mask

Whether worn as a symbol of medical protection or a fashion trend, the face mask has undoubtedly integrated its way into mainstream culture. Already a popular accessory in across much of Asia thanks to strong influences from Japanese streetwear, the face mask trend is making its way to the western world as well. While much controversy exists surrounding the effectiveness of wearing face masks, it hasn't stopped

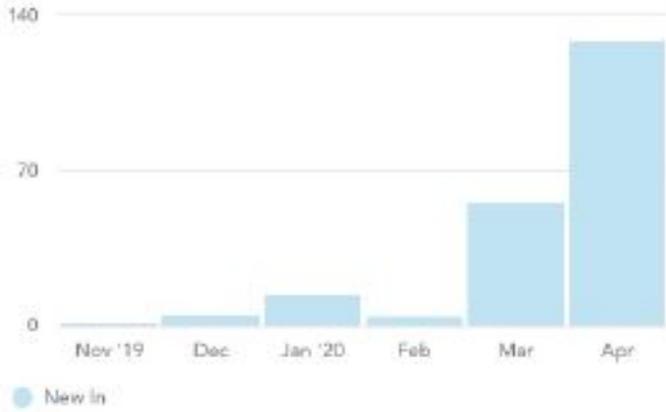
celebrities from donning them on social media and during public outings. Enhancing the trend to put a stylish spin on the mask has been seen from sequins at bridal brand Katie May to snakeskin at AKINGS.

For more positive coverage on how brands are doing their part, check out [Good News: 5 Ways Fashion's Fighting Coronavirus](#).



US & UK Face Mask Arrivals

Based on new in products 01 Nov 2019 - 15 Apr 2020



Graph analyzes a selection of retailers*

Top investors

1. Shein (US) - 87
2. Shein (UK) - 59
3. Boohoo (US) - 15
4. Boohoo (UK) - 14
5. Fashion Nova (US) & Madewell (US) - 7

Timing

It has become clear over the past two months that retailers are vying to stock face masks in their assortments. The first week of April supplied the highest number of new in face masks since the pandemic began.

Of all new face masks landing since 01 Nov, 7.3% have experienced a sellout with just 3.4% replenished as retailers struggle to stock additional products with demand so high.

US entry: \$1.00 (Shein)

US exit: \$165.00 (Mr Porter)

UK entry: £2.49 (Shein)

UK exit: £65.00 (Selfridges)



Who's Offering Apparel?

While face mask arrivals rise, some retailers have started incorporating protective features into clothing.

Boohoo & boohooMAN

boohooMAN launched its first snood hoodie on the 21st January in the UK and the following day in the US - a majority SKU sellout was recorded after just 8 and 11 days, respectively. Womenswear versions followed at boohoo in late March. Of all the snood hoodies in stock at boohooMAN, a current median is recorded at £22.50/\$33.30, the majority of which have seen at least one majority SKU sellout. Regular hoodies are at a current median of £13.50/\$20.75.

Typically products at these retailers arrive with an advertised discount, after which pricing steadily declines. However, the snood hoodie is one of few products where SKUs are selling out at a higher price than initially offered, as discounts on these products decline. Demand for this type of product is undeniable. Silhouettes remain identical to the regular hoodies available - to speed up lead times.



Woman Hoody With Snood

Retailer: Boohoo (US)
 Brand: Boohoo
 USD 20.00
 New in: 14 Apr 2020

MAN Official Hoodie With Bandana Snood

Retailer: BoohooMAN (UK)
 Brand: BoohooMAN
 GBP 21.00
 New in: 18 Mar 2020

Big And Tall MAN Script Snood Hoodie

Retailer: BoohooMAN (US)
 Brand: BoohooMAN Big & Tall
 USD 33.60
 New in: 15 Apr 2020

MAN Funnel Sleeveless Hoodie With Snood

Retailer: BoohooMAN (US)
 Brand: BoohooMAN
 USD 33.60
 New in: 15 Apr 2020

SHEIN

One of the few retailers that have tapped into the outerwear category - children's, men's and women's options are available in multiple colorways. It's also the only offering that sees a full face covering.

MissPap

Following suit from boohoo, the brand launched a similar snood hoodie on the 8th April in a white and black colorway, the latter of which has seen a majority SKU sellout.

American Threads

The retailer's sleeveless top in black and white options will progress well through the Summer months. Described on its website as the perfect top 'for times like these'.



Half Zip Waterproof Windbreaker Jacket With Hooded Removable Transparent Face Mask

Retailer: Shein (US)
 Brand: SHEIN
 USD 33.00
 New in: 04 Apr 2020



Misspap Hoodie With Snood

Retailer: MissPap (US)
 Brand: MissPap
 USD 23.20
 New in: 08 Apr 2020



Moving On Convertible Mask Top

Retailer: American Threads (US)
 Brand: American Threads
 USD 29.99
 New in: 15 Apr 2020

Outdoor brands

Moosejaw

The mask hoodie options arriving on the 18th March from Salty Crew brand, were first launched in

Watersports Outlet

Like Moosejaw, we note this type of jacket pick up in arrivals across March & April.

The North Face

The fleece below, which is part of the brand's Extreme collection was then re-promoted in a newsletter featuring the model pulling the fleece over his face. It was not originally photographed in this way - a good example

June 2019, intended for wind protection and warmth. No new arrivals were noted until March 2020.



Men's Palomar Tech Mask Hoodie
 Retailer: Moosejaw (US)
 Brand: Salty Crew
 USD 55.00
 New in: 18 Mar 2020

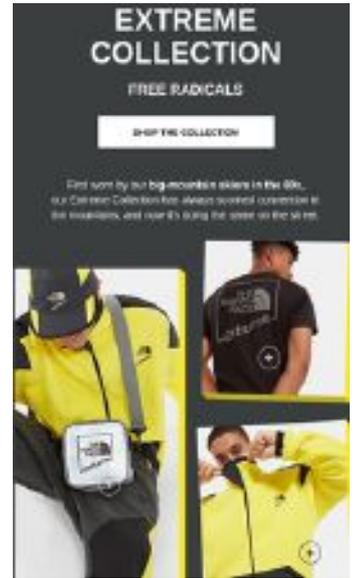


Zhik Mens Apex Offshore Sailing Jacket
 Retailer: Watersports Outlet (US)
 Brand: Zhik
 USD 349.99
 New in: 14 Mar 2020

of adapting existing styles.



Men's 92 Extreme Fleece Full Zip Jacket
 Retailer: The North Face (UK)
 Brand: The North Face
 GBP 110.00
 New in: 07 Feb 2020

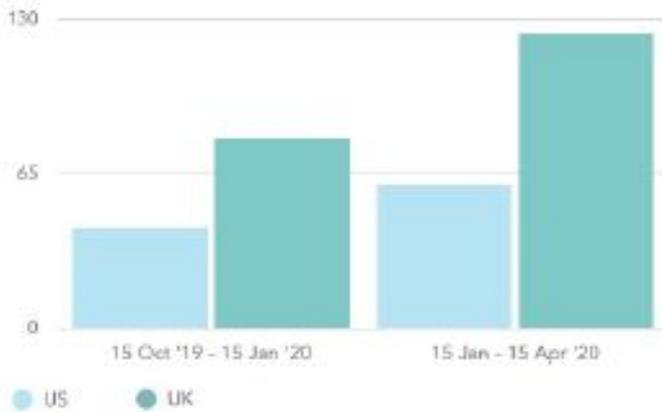


The North Face Email UK - 29 Mar 2020

Anti-Bacterial Fabrics - An Untapped Opportunity

US & UK Antibacterial Apparel Arrivals

Based on new in products 15 Oct 2019 - 15 Apr 2020



Graph analyzes a selection of retailers*

- Anti-bac finishes have seen increased arrivals in the last three months. Typically used for activewear and intimates lines, few retailers are promoting this useful finish in light of COVID-19.
- Uniqlo has been using an antibacterial finish on its Dry Ex activewear and Heattech lines since 2011 and for some products in its Airism collection since 2014. However, moisture-wicking and breathability are the characteristics promoted more heavily for these lines.
- Of note is Eberjey in the US, who emailed customers on the 26th March promoting its Bamboo Loungewear collection, where natural antibacterial properties are highlighted. EDITED tracks 222 retailers with bamboo products, but few mention this key characteristic that bamboo offers.
- Similarly, Finisterre's merino line, first promoted in early January, saw no mention of anti-bac properties, but it was highlighted in two separate emails in March.



Eberjey Email US - 26 Nov 2020



Finisterre Email US - 29 Mar 2020

Utilize to update basics



WOMEN AIRism UV PROTECTION CREW NECK LONG-SLEEVE T-SHIRT
 Retailer: Uniqlo (US)
 Brand: Uniqlo
 USD 14.90
 New in: 28 Jan 2020

Work into loungewear



Breeze wool-blend top
 Retailer: Selfridges (UK)
 Brand: Sweaty Betty
 GBP 85.00
 New in: 30 Mar 2020

How Is It Being Promoted?

For up-to-date Visual Merchandising strategies in light of COVID-19, read through our daily report, [Coronavirus: As Retailers Respond](#).

Buy one, gift one

The most popular approach taken in email communications, several retailers enticed consumers with commitments to donate masks with each purchase. **SUNDRY** and **Rails** shifted factory production from

apparel to make 100% cotton PPE products with its available fabrics. **Indigo Apparel** upped the ante by donating two masks for every one purchased and **Christy Dawn** is selling the accessory in packs of five.



Sundry Email US - 11 Apr 2020



Rails Email US - 05 Apr 2020



Indigo Apparel Email US - 31 Mar 2020



Christy Dawn Email US - 07 Apr 2020

Kid-friendly

Childrenswear favorite **Claire's** offered DIY steps for face masks using

Discounts

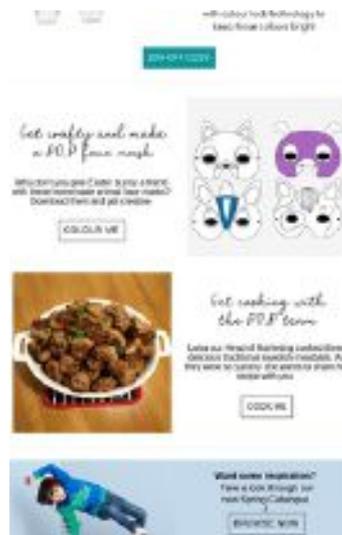
Kinetix is giving away a free mask with any purchase, on top of 50% off

bandanas or face shields made of headbands. Meanwhile, Polarn O. Pyret supplied festive downloadable animal masks in celebration of Easter.

your entire order. Outdoor retailer, Bealls, is promoting its protective fishing gear at 50% off right now in a show of creativity in the fight against COVID-19.



claire's Email US - 09 Apr 2020



Polarn O. Pyret Email UK - 12 Apr 2020



Kinetix Email US - 04 Apr 2020



Bealls Email US - 14 Apr 2020

Upcycling

Denim brand NOORISM is using fabric previously used for jeans to create its face masks. Good American is another label taking this approach.



NOORISM Email US - 07 Apr 2020

Do it yourself

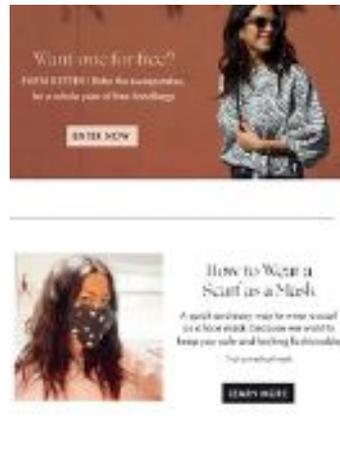
Christopher Kane encouraged customers to take a DIY approach and email its art department to receive a free craft pack leveraging fabrics from past seasons.



Christopher Kane Email UK - 09 Apr 2020

How to guide

Luxury label Rebecca Minkoff sent out a 'how to' guide on turning a scarf already in your closet into a wearable face mask.



Rebecca Minkoff Email US - 12 Apr 2020

Alternative supplies

Burton Snowboard asked its customers to donate their ski/snowboard goggles to Goggles for Docs, providing pairs to healthcare workers on the front lines.



Burton Snowboard UK - 07 Apr 2020

Retailers used for data analysis*

US: Boohoo, Fashion Nova, Madewell, Mr Porter, Nasty Gal, Shein, Spencer's, Uniqlo

UK: Boohoo, House of Fraser, Madewell, Nasty Gal, Selfridges, Shein, Thread, Uniqlo

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