



Sustainable Supply Chain Management in the Fashion Industry in the Aftermath of COVID-19

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Message from the Guest Editor

Papers are welcome that investigate the changes that will take place in sustainable practices in fashion supply chains:

- Will the new scenario allow for more sustainable business models? Will fashion brands find a way to realign the fashion season with the weather season (which, according to Armani, are now “criminally misaligned”)?
- What is the impact of the digitalization of processes, virtualization of fashion shows, and the heavy adoption of smart working and online meetings?
- Many companies will close down or will have to cut jobs. What would be the effect on the skills of experienced workers? Who will have the responsibility to invest in training new craftspeople?
- Will the crisis impact planned investments in newer and cleaner technologies? Or will governments’ financial support foster more green investments?
- Will there be a new enthusiasm for local production? What would be the impact in terms of reduced logistics? What about excess production—to be heavily discounted let alone burned at the end of the selling season?
- Will SSCM metrics and KPIs be developed and included in corporate goals and public reports and statements?





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