

## Special Issue Call for Papers: 'Dressing through Pandemics'

On 11 March 2020, Coronavirus disease 2019 (COVID-19) was characterized as a pandemic by the World Health Organization. Sixteen years earlier, in February 2003, the SARS-CoV-1 (SARS) virus was identified during an outbreak in China and declared a pandemic soon after. From its origins in China in December 2019, COVID-19 quickly spread to the West where there was little collective memory nor public health experience containing a pandemic. To limit the transmission of the virus while vaccines were still unavailable, lockdowns were imposed around the world. Society was turned upside down in ways that often felt traumatic: new ways of living, communicating, learning, working and dressing were imposed overnight. Much has been written about important medical aspects of both pandemics, but little discourse has been shared regarding the ways in which fashion, style and popular culture were disrupted and changed through pandemic experiences.

This Special Issue develops a multidisciplinary discourse which reflects and extends awareness and appreciation for the ways in which the pandemics altered and transformed our wardrobes, clothing consumption, ways of dressing and even the purpose of clothing. Research would be welcomed into the ways in which SARS, COVID-19 and other pandemics brought a new appreciation of clothing as safety and shield, and recognition that protective apparel manufacturing is an essential industry to public health initiatives with moral imperatives to act civically. Discussions into how lives lived online and in lockdown changed behaviour towards how fashion was consumed and worn would be valued. Additionally, the editor would appreciate research into the differing behaviours and belief systems regarding medical mask wearing in East Asian culture versus the West where mask wearing as a public health initiative was unique to the COVID-19 pandemic.

Possible topics include but are not limited to:

- Clothing and dress as protection/designing masks we want to wear
- Home sewing PPE and communities of practice
- Fashion brands' remote experiential marketing and online shopping
- Fashion houses dedicating machine time to PPE production
- Developing a 'waist up wardrobe' for Zoom calls and the rise of leisure wear during lockdown
- Cloth is not neutral: The medical mask both as political symbol and protective fashion accessory
- The medical mask as a welcomed shield for people with facial disfigurements and dermatological issues
- Cultural attitude to medical mask wearing: Personal Protective Equipment (PPE) versus Community Protective Equipment (CPE)
- Lessons of the Spanish Flu pandemic: the medical mask introduced into popular culture.
- The troubled history of face coverings in the US – issues of racist aggression, profiling, discrimination, and the effects on personal health and public health initiatives
- Case studies of knowledge transfer initiatives between sectors to solve issues of design, supply, and distribution of Personal Protective Equipment (PPE) kit

Full papers should be sent to Dr Elizabeth Kealy-Morris, Manchester Fashion Institute at [E.Kealy-Morris@mmu.ac.uk](mailto:E.Kealy-Morris@mmu.ac.uk) no later than **1 September 2024**. All manuscripts are double-blind peer reviewed.

Papers will be accepted on a rolling basis and reviewed as such. Questions regarding the journal should be sent to Joseph H. Hancock II at [joseph.hancockii@gmail.com](mailto:joseph.hancockii@gmail.com).



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