

WORK ATTIRE DURING A PANDEMIC: A TRANSFORMATION

The coronavirus disease quickly dominated 2020, resulting in major shifts in work, home, and life in general. Stay-at-home orders flushed through the United States, where all but essential workers had to stay home. This influenced mass home work initiatives from companies who had that option.

Now, over a year has passed with the pandemic, and the limitations that come with it - many continue to work from home.

Home working has almost become like a revolution in the scope of company operations. It works. Even after the coronavirus outbreak comes to a near end, companies will likely have their employees use a work-home balanced schedule, or may work from home indefinitely.

With an at home office space, comes change in routines. The necessity to dress-to-be-seen is essentially gone, apart from remote conference calls. It comes with no surprise that teleworkers continually wear comfortable sweats or pajamas, at least on their lower half, any day of the week while working from home.

Work attire during a pandemic has transformed.

WORKING IN

OFFICE



Typical work outfit worn to the office, before the coronavirus outbreak. Approximately early 2020. Used to wearing business casual clothes.

Typical work outfit worn for partial days in the office, and partial days from home. After the coronavirus outbreak. Approximately early to mid 2020. Used to wearing business casual, and trendy clothes.



WORKING PARTIALLY

IN OFFICE



Typical work outfit worn while working mostly from home. After the coronavirus outbreak. Approximately mid 2020. Used to wearing a mix of casual and comfy clothes.

FROM HOME

WORKING MOSTLY

WORKING FROM HOME



Typical work outfit worn while working from home for awhile after the coronavirus outbreak. Approximately mid to late 2020. Used to wearing casual, comfy clothes.



Typical work outfit worn while working from home for awhile after the coronavirus outbreak. Approximately late 2020. Used to wearing lounge clothing.

FROM HOME



Typical work outfit worn while working from home for awhile after the coronavirus outbreak. Approximately early 2021. Used to wearing pajamas all day.

Typical work outfit worn while working from home, a year after the coronavirus outbreak. Approximately early to mid 2021. Used to wearing pajamas all day.



WORKING FROM
HOME

Typical work outfit worn while working from home, a year after the coronavirus outbreak. Approximately mid 2021. Used to wearing pajamas all day.



HOME
WORKING FROM

The transformation began as soon as the pandemic caused restrictions. And such restrictions caused a butterfly effect of home working.

Morning routines before commuting to work likely involved waking up at a particular time, showering, dressing, and anything else necessary for beginning the work day.

Now, it's more likely that those routines have been compromised in some way for those working from home. Part of that routine involves dressing into work clothing. But, what is classified as "work clothing" now?

After this transformation, the classification may just be more subject to change, with only realizing this reality after experiencing a global pandemic.

WRITTEN BY JULIE ANDERSON
JUNE 2021