



Labels such as Shiatzy Chen had to pull out of Paris Fashion Week because of the COVID-19 crisis | Photo source [Brunel Johnson on Unsplash](#)

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LABEL REPLACES RUNWAY SHOW WITH ONE-ON-ONE MEETINGS AMIDST COVID-19 OUTBREAK

 FASHION & BEAUTY

Taiwanese luxury label Shiatzy Chen invited editors and buyers to intimate meetings in Paris after its Fashion Week show was cancelled

Spotted: Taiwanese luxury label Shiatzy Chen is one of many Asian fashion brands that cancelled their shows during Paris Fashion Week, due to the coronavirus outbreak. However, as an alternative, the label invited editors and buyers for intimate meetings in Paris with its founder, designer Wang Chen Tsai-hsia, to present its autumn/winter 2020 collection.

From [disruptions to supply chains](#) to factory closures and flight cancellations, the weeks leading up to Fashion Week were extremely chaotic for labels such as Shiatzy Chen. For example, its Taiwanese team had to take over embroidery because of workshops that were to originally be held in Shanghai, and fabrics had to be rerouted from Italy.

The spread of the coronavirus has deeply affected the retail environment throughout Asia, bringing many countries to a halt. Given that Asia is the base for most of Shiatzy Chen's customers, it has been forced to experiment with new ways of reaching its clients. Not only have they been sending a lot of messages expressing care and concern to their customers, but the team has also been reaching out to top clients in places such as Hong Kong, to show them their collection selectively.

“Even though we cancelled the show we still want to push the collection. We came up with a new concept to show it by arranging one-on-one meetings with buyers and media,” said [Madame Wang](#) in an interview with [South China Morning Post](#).

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Takeaway:

Well before the COVID-19 outbreak hit, various labels were already reconsidering the value of catwalk shows. Not only are they resource-intensive, but many believe they are not as effective as they used to be. As more brands and industries adapt to rapidly-evolving realities brought on by the Coronavirus pandemic, we are likely to see more examples of long-standing practices changing at a faster pace than they would have under normal circumstances.