Millinery Can Survive COVID-19, But We Need to Stand Together, Says Industry Leader

The COVID-19 crisis has hit the millinery business hard. There are plenty of opportunities to come in the future, but only if milliners can make it through the pandemic in one piece.

Melbourne, Nov 12, 2020 (Issuewire.com) - The hat-making industry into doubt, following COVID-19 restrictions leading to cancelled or postponed events.

Lindsay Whitehead, the owner of Millinery Hub, an online supplier of millinery supplies across Australia, suggests small millinery businesses will need to band together to survive the COVID-19 crisis.

“We cannot rely on people buying our hats for future events like larger and more established millinery companies might be able to. While the return of social events will likely bring prosperity to milliners who make it through these turbulent times, the fact is that right now, we cannot rely on future promises to weather the Coronavirus storm.” Whitehead comments. “The answer to this problem lies in the community. Online groups exist to help each other during these difficult, socially-distanced times, and if we’re all conscious about how we conduct our millinery activities, we can make sure as many milliners are still in business at the end of the pandemic as possible.”

In a recent blog post covering the impact of COVID-19 on the millinery industry, Whitehead outlines numerous suggestions for supporting other milliners. These include sharing client-bases, attending workshops and classes run by other milliners, and working with struggling millinery businesses (both hat makers and millinery suppliers) to give them financial boosts where possible or help them save money.

“If we adopt the idea of community. If we accept that together we’re stronger than we are alone, then the millinery industry across not just Australia, but the world, can survive the COVID-19 outbreak and thrive in the world that’s left behind afterwards.”

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