

ABSTRACT

The Australian fashion industry has faced many challenges for the incoming diversity of clothing line. The clothing industry in Australia has not been present for more than a century since it is internationally renowned as a federation in 1901. The negative effect of the pandemic is a decline of purchasing behaviour. However, Australians can purchase local fashion brands to purchase. These local brands are deemed over-expensive to some respondents, but they recognise the importance of purchasing from them. Local brands in local cities are beginning to embrace changes in the fashion industry. Particularly, embracing modest fashion as an art form. Like many industries, fashion has become a monopoly for purchasing behaviours.

In this presence, Brisbane fashion is a breath of fresh air economically for local brands made in Australia.

Key Words: purchasing behaviour, fashion industry, local brands

