



Euromonitor  
International

# Shifting Channels in Luxury and Fashion

July 2023

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## INTRODUCTION

Scope

Key takeaways

Exploring shifting channels in luxury and fashion

Since COVID-19 restrictions were lifted, e-commerce growth has stabilised

Shoppers have missed physical stores and become more discerning in their fashion spend

Retailers need to appeal to and retain consumers facing persistent global inflation

Changing sustainability regulations put retailers under increasing pressure

Changing consumer lifestyles and values drive the evolution of luxury and fashion retail

## VALUE AND CONVENIENCE

Due to persistent inflation, consumers are expected to curtail their discretionary spending

Consumers value products and services that help get on with their new hybrid routines

Consumers increasingly favour businesses that offer a hassle-free experience

Primark expands its Click & Collect service to over 50 stores in the UK

Dollar shop marketplace Temu is thriving in inflation-weary US market

Google shopping appeals to budgeteers with new search functionality

## BRINGING A HUMAN AND PERSONAL TOUCH

There are still some experiences that only physical stores seem able to provide...

Skims is opening permanent physical stores across the US

Lee opens first physical flagship filled with tech from endless aisle to smart mirrors, in India

Engage with the local community: Kolon brings natural lifestyles into the concept store

Bulgari partners with Integra Fragrances as part of its immersive experience by Refik Anadol

Footwear player Renner meets customers via “travelling” pop-up store across Brazilian coast

## INVESTING IN GAMING AND PERSONALISATION

Consumers are now looking for solutions that enhance their digital wellness

To bridge the gap between on and offline, brands invest in gaming and personalization

Gucci Town targets younger generations with immersive gaming features

Hugo Boss invests in greater personalisation with a new AI Digital Campus in Portugal

Ferragamo taps into the thrill of solving a mystery to unveil new collection

Lacoste adds gaming features to its Web 3.0 UNDW3 NFT collection

## INTEGRATING SUSTAINABILITY IN RETAIL

COVID-19 and high inflation lead consumers to seek alternative ways of accessing products

The growing pressure for more sustainable business models in fashion impacts on retail

Censuum pioneers the concept of department store for responsible DTC brands in Denmark

Zara charges for returns for online purchases and launches in-store clothes collection scheme

From Censosud Paris to Primark Worn Well, retailers explore multi-brand resale corners

Chloé launches digital IDs to enable instant resale with Vestiaire Collective

## CONCLUSION AND RECOMMENDATIONS

E-commerce and offline retail to complement each other in apparel and footwear

Consumers demand the best of both worlds

## CONCLUSION

Winning strategies in today's fashion retail environment

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