

# Competitor Strategies in Apparel and Footwear

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Table of Contents

## INTRODUCTION

Scope

Executive summary ?

## STATE OF THE INDUSTRY

Persistent inflation impacts global growth

Ongoing economic shifts impacts apparel and footwear

Eurozone: Many countries continue to feel long-term impact of inflation

APAC: China's rebound and newfound consumer-driven focus on local brands

Apparel and footwear continues to see high fragmentation

M&A activity is reshaping the corporate landscape

Nike has maintained its world-leading position since the pandemic

DTC and omnichannel supply chain focus

E-commerce surge fuelled by the pandemic starts to normalise as shoppers return to stores

Loyalty 3.0: Value for money and price sensitivity

## NEW GROWTH MARKETS

New retail markets will boost industry growth

New market positioning and sales territories

LATAM: Brazil and Mexico increasing manufacturing outputs

Shein starts manufacturing in Brazil with plans to expand to Mexico

AMEA: Growing resonance of African fashion

Rich Mnisi and Smiley Originals collaboration

APAC: Opportunities in Southeast Asia

Start-up NewMe aims to take on Shein in Southeast Asia

Local and global brands are venturing into Muslim fashion and modest wear

Apparel and womenswear in select markets in Southeast Asia

## HYPER LOCALISATION

Brick-and-mortar localised selling strategies

Increasing brand affinity and loyalty across demographics through digital localisation

Localisation through global collaboration and tailored product mixes

Localisation through global collaboration: Simon Miller and Mango

Nike's Express Line: "Con Mi Familia" collection.

Tailored product mix: Aligning with key sporting events

Ganni x Prince Collaboration

Stella McCartney x adidas Arsenal Women's away kit

LVMH and Paris 2024: Artisan of All Victories

Nearshoring: Bringing manufacturing and distribution closer to the end-user

## SUSTAINABILITY AND DEI

Sustainability and DEI

Impact of the EU Green Deal on apparel and footwear

UN sustainability policy underpins industry reform

Consumer-driven calls for environmental accountability mounting

Inditex moves away from "Join Life" labelling

The growing influence on resale and second-hand retail

Vestiaire Collective bans 30 fast fashion brands on its platform

Chloé launches digital IDs to enable instant resale with Vestiaire Collective

## DIGITAL DIVERSIFICATION

The power of Generative AI: From design to retail

AI-powered personalisation

Streamlining returns

Tackling sizing and fit issues with AI technologies

Google try-on feature

H&M Group's Creator Studio: True Blanks custom AI-generated clothing

Lacoste banks on gaming and personalisation with its UNDW3 NFT loyalty card

The metaverse and sustainability concerns

Next Gen AI integration in apparel and footwear

## KEY TAKEAWAYS

Key strategies in the apparel and footwear industry

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