

# Fashion Retailers Experiment with Mobile Retail in India

July 2021

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## INTRODUCTION

Scope

Key findings

## DRIVERS FOR MOBILE RETAIL

The pandemic impaired mobility resulting in restricted lifestyles

Fashion retailers limit store presence to conserve cash

In-store shopping holds its own amongst consumers

Access to internet and ownership of credit cards still low

## TARGET AUDIENCE

Parents are key consumers as children outgrow sizes creating demand

Older generation due to limited mobility would be key prospects

## EXAMPLES

Players opened mobile stores to offer in-store experience

Steps taken by retailers to offer mobile retail experience

Case study: Bata's hyperlocal model

Case study: Levi's focuses on fulfilling demand for comfort wear

Case study: Pepe Jeans launches "PepeMeUp" initiative

Case study: Max Fashion organises weekend shopping events

## KEY TAKEAWAYS

With COVID-19 existing in 2021, mobile retail has a lot to offer

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