

# The New Normal in Store-based Shopping for Fashion and Luxury: What Does the Future Hold?

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#### INTRODUCTION

Scope About this report Key events so far Key drivers shaping new "normal" in store-based shopping habits

## STATE OF PLAY

Luxury and fashion industries among the hardest hit Assessing consumer appetite in fashion and luxury post-COVID-19 Brick-and-mortar outlets still vital in luxury and fashion Digital sales continue on major growth trajectory but remain small Temporary store closures hit store-based fashion hardest Global travel shutdown leads to dearth of inbound shopping

## STAY OF PLAY

Digital divide and low e-commerce penetration increase exposure Further disruption in store-based sales from digital transformation Retailers seek to reduce in-store shoppers' anxieties Is this the end of "extreme consumerism" and fast fashion retail?

#### INNOVATIONS IN STORE-BASED SHOPPING

Revival of the Pop-Up

COVID-19 rewrites experiential retail in store-based shopping Virtual try-on features introduced into the store-based channel Burberry ahead of the curve in store-based digital innovation Consumers see greatest value from checkout-free options Touch-free technology gives customers more peace of mind From flagships to suburbia Rise in store vacancies leads to a wave of new pop-ups Fashion retailers are engaging the queue with a " phygital " approach The physical store as a hybrid event space

Is "showrooming" the future for store-based fashion retailers?

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Key findings

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#### APPENDIX: INDUSTRY FORECAST MODEL

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