

# What the US Fashion Industry Can Teach Others About Digital Transformation

May 2021

[Table of Contents](#)

## INTRODUCTION

Scope

Key findings

The US fashion industry is entering a new wave of e-commerce growth

COVID-19 has further accelerated the shift to e-commerce in the US

Creating seamless shopping experiences is key to reach young consumers

Consumers aged 45-59 increase the use of phone for online shopping

How these digital trends will change the shopping experience

Livestreaming and virtual events are gaining momentum

Case study: Walmart teams up with TikTok app for live shopping test run

Acceleration of virtual living, digital-only fashion is also emerging

Case study: Champion uses NFTs for its 2021 spring collection

Retailers offer flexible shopping and return options for online shoppers

Brands utilise emerging technologies to improve digital engagement

Case study: Kohl's Snapchat tie-up enables users to create virtual looks

How fashion companies prepare for the new digital era

Companies will continue investing in new technology for innovation

E-commerce growth increases the importance of personalisation

Digital growth requires retailers to rethink customer interactions

Diversifying payment options is crucial to the future of retailing

Brands should adapt to consumers' plans on reducing their screen time

Key takeaways

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