

# Digital Transformation in Fashion: Lessons from China

November 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## FRONT-END DIGITALISATION AND MARKETING INNOVATIONS

E-commerce penetration has surged since the pandemic

Short video platforms increase their focus on “interest-based e-commerce”

The three pillars of interest-based e-commerce

Virtual influencers have taken on even greater importance since COVID-19

From online fashion shows to metaverse fashion shows

Livestreaming propels interest-based e-commerce

Bosideng’s launch on Douyin illustrates the marketing power of livestreaming

## OMNICHANNEL INTELLIGENCE AND SUPPLY CHAIN DIGITALISATION

Omnichannel intelligence is key to thrive in an increasingly complex retail environment

The three pillars of omnichannel intelligence and supply chain digitalisation

WeChat: Best-positioned social commerce for digital membership

Nike: Upgraded membership experience on Tmall

Smart stores link the online and offline worlds to provide a seamless shopping experience

Anta: Building smart stores as part of DTC strategy

Agile supply chains to power the push towards direct-to-consumer business models

Lining: Digital supply chain to meet data-driven and on-demand production

## KEY TAKEAWAYS

Key takeaways

What’s next

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/digital-transformation-in-fashion-lessons-from-china/report](https://www.euromonitor.com/digital-transformation-in-fashion-lessons-from-china/report).