

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

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- 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
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## About Euromonitor International

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