

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.