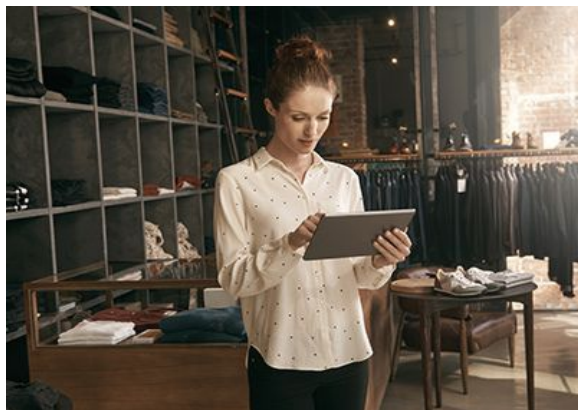


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“The most successful fashion retailers will be those that use the latest technology cleverly to enhance the shopping experience and to tap into changing shopping behaviour. By balancing the increasing automation of retail with more expert staff available to offer direct style advice, retailers can create a more personalised shopping experience.”

– **Tamara Sender, Senior Fashion Analyst**

This report looks at the following areas:

- **The rise of automation in fashion retail**
- **What in-store and online shopping innovations are consumers most interested in?**
- **What is driving growth in the wearable technology market?**

When retailers consider what technology they should invest in to improve the in-store shopping experience, consumers place fitting rooms with touch screen mirrors and digital screens for product information high on their list of priorities for what they would like to see in their ideal fashion store.

Retailers have been looking at the changing role of their staff as retailing becomes more automated, with 84% of shoppers wanting to be left to browse in a store without staff interaction when buying clothes and shoes and Millennials in particular are keen on using self-service tills.

When shopping online for fashion, virtual and augmented reality have the potential to change the online shopping experience and the opportunities for using it to deal with problems surrounding the fit of clothing are immense.

Wearable technology has moved from concept to reality as growing numbers of consumers have purchased wrist-worn devices including fitness bands and smartwatches. We are also seeing the market is moving away from wrist-focused devices, with sensors being embedded in jewellery and fabrics in clothes and shoes.

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The Market and Companies – What You Need to Know

Rising internet use among older females

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Importance of stylish wearable tech

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