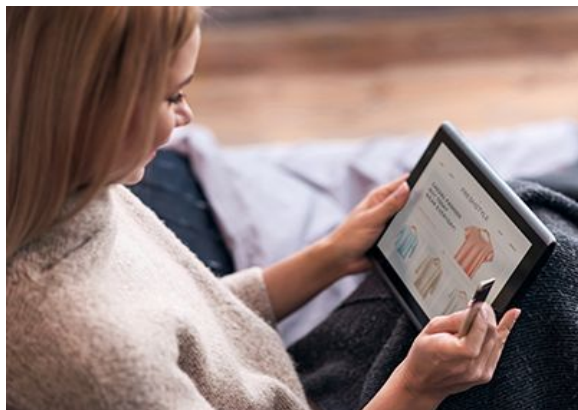


# How Online Shopping for Apparel is Evolving for Consumers - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Although the way consumers shop for clothes has evolved drastically throughout the years, with digital becoming an integral part of the process, the reasons for shopping and the desired experience remains the same."

**- Alexis DeSalva, Retail & Apparel Analyst**

This report looks at the following areas:

Consumers will always have a need for clothing and they still want to be excited about buying it. They're seeking a new version of convenience, but they also want to enjoy product discovery and are looking to form a connection with retailers and brands. For retailers, it's about using all available mediums – online, in-person (when/if available) and social – to establish authentic connections with shoppers and keep them excited about discovering and buying clothes, however they choose to do so.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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