

# Fashion Technology and Innovation - UK - 2021

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## This report looks at the following areas:

- Adapting to changes in fashion shopping behaviour due to COVID-19
- Encouraging use of apps when buying fashion
- Future interest in certain shopping behaviours
- Redesigning stores for the future
- Designing fashion products for the future

While the fashion sector has been the hardest hit of the major non-food sectors by COVID-19, the resulting changes in shopping behaviours can serve as a catalyst for retailers to invest wisely in the latest technology and innovations to help them adapt their businesses to this ongoing reality. Mintel's consumer research in this Report shows that 62% of fashion buyers have used or are interested in using a sizing tool when buying clothes or footwear. As the shift towards buying fashion more online continues, this highlights the potential for retailers to look to the latest solutions such as 3D scanning technology.

Changes to our lifestyles as a result of the pandemic have also driven heightened interest in new fashion product innovations, as well as sustainability, particularly among Gen Z and Young Millennials who are the main fashion buyers. However, the spending power of younger generations is likely to be impacted in the short term as under-25s have been much more heavily impacted by COVID-19 in terms of job losses than older groups.

The massive pivot towards buying fashion online, combined with lifestyle changes such as people working from home more, will mean that people will continue to visit stores less. While this can be viewed as a threat to multichannel retailers increasingly trying to compete with pureplays, this can serve as a catalyst for retailers to redesign their stores to incentivise customers to visit through an improved experience that blends the physical and digital.

Social commerce is a growing trend in fashion, with over one fifth of shoppers already buying fashion items directly from social media and one fifth interested



“For fashion retailers and brands to thrive in the future, following the huge impact of COVID-19 on the sector, they will need to invest wisely in the right products, technology and innovations, as well as be forward thinking and tap into changing consumer behaviours including heightened demand for sustainability and transparency in fashion.”

– **Tamara Sender Ceron,**  
Senior Fashion Analyst

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in doing so. While young female shoppers show high levels of interaction with fashion brands on social media, they are less likely than their male counterparts to actually use them to buy. There are big opportunities for retailers to make that direct connection between influence and commerce, but they will need to speak to their audience through platforms they are familiar with.

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## Table of Contents

### OVERVIEW

- **Key issues covered in this Report**
- **COVID-19: Market context**
- **Economic and other assumptions**
- **Products covered in this Report**

### EXECUTIVE SUMMARY

- **Impact of COVID-19 on fashion**

Figure 1: Short-, medium- and long-term impact of COVID-19 on fashion, 8 June 2021

- **Fashion hit hardest by the pandemic**
- **The market**
- **Targeting more digital savvy older consumers**
- **Impact of COVID-19 on social media usage**
- **Companies and brands**
- **COVID-19 heightens role of new technology**
- **Retailers experiment with gamification**
- **The consumer**
- **Young men are the main smartphone shoppers**

Figure 2: How consumers have bought fashion items in the last 12 months, April 2021

- **Close to half purchased via a retailer's app**

Figure 3: How consumers have bought fashion items online via a mobile device, April 2021

- **74% of men drawn to additional functionalities**

Figure 4: Agreement with shopping behaviour when using apps to browse or purchase fashion, April 2021

- **62% have used or would use a sizing tool**

Figure 5: Current fashion shopping behaviour and future interest, April 2021

- **Demand for repair stations in stores**

Figure 6: Ideal fashion store innovations, April 2021

- **Half of women interested in compostable clothing and footwear**

Figure 7: Interest in fashion product innovations, April 2021

- **High demand for retailers to be more transparent online**

Figure 8: Interest in online fashion innovations, April 2021

### ISSUES AND INSIGHTS

- **How can retailers use technology to adapt to changing fashion shopping habits due to COVID-19?**
- **Redesigning stores for the future**

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- **Designing fashion products for the future**

## THE MARKET – KEY TAKEAWAYS

- **Impact of COVID-19 on social media usage**
- **Targeting more digital savvy older consumers**
- **Increased confidence for 2021 but 16–24s most worried**

## MARKET DRIVERS

- **Targeting more digital savvy older consumers**  
Figure 9: Trends in the age structure of the UK population, 2020 and 2025 (proj)
- **Consumer confidence overall remains high**  
Figure 10: Trends in how respondents describe their financial situation, Feb 2020–May 2021
- **... but almost a quarter feel worse off than a year ago**  
Figure 11: Trends in how respondents describe their financial situation compared with a year ago, March 2020–May 2021
- **Increased confidence for 2021 but 16–24s most worried**  
Figure 12: Trends in consumer sentiment for the coming year, March 2020–May 2021
- **Smartphone ownership stays stable**  
Figure 13: Smartphone ownership, by age group, December 2020
- **Big rise in social media usage**  
Figure 14: Use of social media platforms, March 2021

## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **COVID-19 heightens role of new technology**
- **Retailers experiment with gamification**
- **Retailers enhance online shopping experiences**

## LAUNCH ACTIVITY AND INNOVATION

- **eCommerce capabilities grow amidst pandemic**
- **Salvatore Ferragamo teams up with Microsoft**  
Figure 15: Salvatore Ferragamo personalisation tool, 2021
- **Net-a-Porter, Mr Porter launch new 'glanceable' iOS widgets**  
Figure 16: Net-A-Porter and Mr Porter home screen widgets, 2021
- **Farfetch launches style advisor with Karla Welch's Wishi**
- **Burberry launches virtual replica of Tokyo flagship store**  
Figure 17: Burberry virtual store, 2021
- **Pandemic heightens role of virtual reality technology**

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Simone Rocha X H&M launches an augmented reality pop-up book**  
Figure 18: Simone Rocha X H&M pop-up book, 2021
- **Chanel launches Lips scanner app**  
Figure 19: Chanel Lips scanner app, 2021
- **Burberry launches AR Pocket bag experience**  
Figure 20: Burberry AR pocket bag feature, 2021
- **Dior partners with Snapchat for AR sneaker try-on feature**
- **Valentino Opens the Doors of its Virtual Home**  
Figure 21: Valentino Insights, 2020
- **Levi's launches range of virtual clothing for Snapchat**  
Figure 22: Levi's Snapchat Bitmojis, 2020
- **Retailers experiment with gamification**
- **Balenciaga – "Afterworld: The Age of Tomorrow"**  
Figure 23: Balenciaga's video game, 2020
- **Burberry B Surf video game**  
Figure 24: Burberry B Surf video game, 2020
- **Retailers make use of technology to improve product viewing**
- **Asos ramps up use of augmented reality to view products**  
Figure 25: See My Fit technology 2020
- **Zalando acquires 3D body scan technology**
- **H&M experiments with digital fitting rooms in latest innovative drive**
- **Retailers enhance online shopping experiences**
- **Mango launches virtual chatbot**
- **Farfetch launches chatbot innovation iFetch**
- **Mango launches 3D-printed accessories range**  
Figure 26: Mango's 3D-printed earrings 2021

#### THE CONSUMER – KEY TAKEAWAYS

- **Adapting to changes in fashion shopping behaviour due to COVID-19**
- **Redesigning stores for the future**
- **Half of women interested in compostable clothing and footwear**

#### IMPACT OF COVID-19 ON FASHION SHOPPING BEHAVIOUR

- **Women continue to spend less on fashion**  
Figure 27: Consumer spending habits since COVID-19, 13-21 May 2021
- **Half still shop more online...**

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 28: Changes to shopping behaviour since the start of Covid-19, 13-21 May 2021

- **...but one fifth had a day out shopping**

Figure 29: Activities done in the last week, 13- 21 May 2021

## WHAT CONSUMERS BUY

- **COVID-19 leads to drop in appetite for fashion**

Figure 30: Trends in fashion items purchased for themselves in the last three months, June 2019- April 2021

- **Sportswear outperforms**

Figure 31: Trends in outerwear purchased for themselves in the last three months, June 2019- April 2021

- **Decline in purchasing of most clothing items**

Figure 32: % point change in outerwear purchased for themselves in the last three months, March 2020- April 2021

## HOW CONSUMERS BUY FASHION

- **Women use smartphones for shopping more than men...**

Figure 33: How consumers have bought fashion items in the last 12 months, April 2021

- **... but young men are the main smartphone shoppers**

Figure 34: How consumers have bought fashion items in the last 12 months, by gender and age group, April 2021

- **Despite low usage, potential for voice recognition technology**

- **COVID-19 meant 70% shopped online in the last year**

Figure 35: How consumers have bought fashion items in the last 12 months, netted, April 2021

- **Gen Z shop across multiple channels**

Figure 36: Repertoire of how consumers have bought fashion items in the last 12 months, by gender, April 2021

- **Close to half purchased via a retailer's app**

Figure 37: How consumers have bought fashion items online via a mobile device, April 2021

- **25% of Gen Z and Younger Millennial shoppers buy via a marketplace**

## APP SHOPPING BEHAVIOUR

- **Majority download apps for discounts, but only keep those they use often**

Figure 38: Agreement with shopping behaviour when using apps to browse or purchase fashion, April 2021

- **74% of men drawn to additional functionalities**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 39: Agreement with shopping behaviour when using apps to browse or purchase fashion, by gender, April 2021

## CURRENT AND FUTURE FASHION SHOPPING BEHAVIOUR

- **62% have used or would use a sizing tool**  
Figure 40: Current fashion shopping behaviour and future interest, April 2021
- **43% of male 16-34s buy fashion from social media**
- **Young women interested in fashion and gaming**

## IDEAL STORE INNOVATIONS

- **Redesigning stores for the future**  
Figure 41: Ideal fashion store innovations, April 2021
- **Demand for repair stations in stores**  
Figure 42: Ideal fashion store innovations, by age group, April 2021
- **Improved fitting room experience**

## PRODUCT INNOVATIONS

- **Half of women interested in compostable clothing and footwear**  
Figure 43: Interest in fashion product innovations, April 2021
- **Young men drive interest in wearable tech**
- **Younger Millennials drawn to virtual clothing**  
Figure 44: Interest in fashion product innovations, by generations, April 2021

## ONLINE FASHION INNOVATIONS

- **High demand for retailers to be more transparent online**  
Figure 45: Interest in online fashion innovations, April 2021
- **Making online shopping sociable**  
Figure 46: Interest in online fashion innovations, by generations, April 2021
- **Potential for live streaming**

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

## What's included

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Powerpoint Presentation

Interactive Databook

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