

Designer Fashion - UK - December 2019

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“The designer fashion market is experiencing major changes as the sector embraces the shift towards shopping more online and the higher visibility from social media. As Millennials drive sales of luxury fashion, they are putting pressure on designer brands to be more ethical, inclusive and diverse.”

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

This report looks at the following areas:

They are also changing the way these brands promote themselves and where they advertise, with a bigger focus on content that embraces entertainment and authenticity.

- **What are the main changes happening in designer fashion?**
- **What are the opportunities for driving sales of designer fashion?**
- **How can the luxury sector tap into demand for experiential retailing?**

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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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 The facts

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- Louis Vuitton spends most on ad campaigns

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