

# Online Apparel Retailing (Men's & Women's) - US - 2021

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 on online apparel retailing.
- The desire and urgency for sustainable clothing purchase options.
- Importance of the omnichannel experience to the online shopping marketplace.
- Social media's increasing role in inspiration and commerce.



"The convenience and overall enjoyable experience will keep consumers shopping for clothes online. Brands and retailers will need to emphasize their elevated experience which should include digital tools for virtual try on, sustainability initiatives, social commerce and omnichannel capabilities."

– Katie Hansen, Retail & eCommerce Analyst

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