

# 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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