

Designer Fashion - UK - 2021

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This report looks at the following areas:

- Impact of COVID-19 on designer fashion
- What designer fashion items are purchased
- How and where designer fashion is purchased
- Future interests when buying designer fashion items
- Consumer behaviours and attitudes relating to designer fashion

74% of shoppers bought designer fashion online in the past three years – a contrasting picture to pre-pandemic levels when shopping habits were store dominated. The pandemic will have helped pivot spending habits online as consumers were forced to stay indoors during national lockdowns and travel bans were in place worldwide. However, despite this, 51% bought in stores, making shopping habits for designer fashion more polarised.

Millennials are more likely to have been negatively impacted by the pandemic than average, with a higher incidence of furloughing and job losses. The resulting economic uncertainty experienced has led to younger shoppers taking a more conservative mindset when it comes to designer fashion buying, with some turning to second-hand and rental retailers to help them buy into luxury.

Luxury retailers will have to work hard on translating the in-store experience online to deliver the same level of staff expertise and focus on making digital experiences equally as high-end as those found in stores. Retailers who have stood out have experimented with gamification and leveraged social media platforms. Such as Burberry's 'social store' in China and Louis Vuitton's recently released game 'Louis the Game'.

The increasing popularity of second-hand platforms is pushing brands to re-invent ecommerce strategies and create their own selling platforms. These options allow consumers to earn money while benefiting the environment. However, brands can take efforts a step further and involve customers even



"The impact of the pandemic and lack of access to offline channels have made shoppers dependent on online channels at every phase of the buying journey- from learning what is on-trend to keeping in touch with brands, from selecting and purchasing products to sharing their shopping experience."

- Emily Viberg, Retail Analyst,
December 2021

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more by hosting classes, online and in-person, that support reworking or prolonging the life of old items. This creates enjoyable experiences for consumers while empowering them to take action on their own.



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