

Purchasing Journey for Fashion - UK - June 2019

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This report looks at the following areas:

Store-based retailers need to find new ways to harness the power of their high-street presence.

- Online vs offline in the British fashion industry
- Who are the real fashion influencers?
- Meeting the needs of an ever-more demanding consumer



“The way people shop for fashion is changing and the distinction between online and offline is increasingly superficial as both channels are intrinsically linked, influencing one another. Online does continue to capture a greater share of the market year-on-year, but the argument remains that many online sales would not be possible without the presence of physical stores.”

– **Samantha Dover, Senior**

etail Analyst

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