Microsoft

Fashion retailing in an omnichannel world

Retail Week and Microsoft reveal findings of exclusive research into consumer shopping habits

The fashion arena has been one of the most disrupted retail sectors in recent years, shaken up in large part by smart pure-plays, innovative start-ups and developments in fulfilment. As a result, apparel retailers are constantly evolving to develop offerings that not only meet, but exceed customers' expectations.

It's no longer just about offering the latest ranges at the most competitive prices – fashion retailers need to consider their end-to-end service, offering fast and efficient delivery as well as speedy returns to keep up with today's omnichannel consumers. They need to have mobile-optimised sites, be on top of developments in technology, exemplified by Microsoft Dynamics AX for Retail, and offer all the latest services such as click-and-collect.

Add that to the rise of events such as Black Friday and all of its subsequent delivery and fulfilment problems, and you have even more disruption in an already changing sector.

RETAILERS HAVE A LOT TO THINK ABOUT

When it comes to considering how to improve customers' experience

Topping the fashion charts
1/3
say **Marks & Spencer** is their favourite fashion retailer

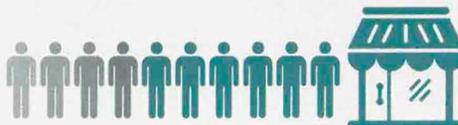**CONVENIENCE** is king for online fashion shoppers
53%
say it is the **most important thing** for them when shopping online

A smooth returns process is vital to shoppers, with
57%
saying it is very important to their buying decision

Stores are still drawing in the crowds as **62%** prefer to **shop in store** than online

when shopping for fashion, first understanding consumers' priorities is essential; their wants, needs, pain points and objectives.

So what are the most important factors for consumers when it comes to fashion purchases? How do these differ online and in store? And what role does technology play in this constantly evolving path to purchase?

Retail Week and Microsoft polled 1,000 consumers to give retailers a unique insight into this evolving, exciting and fast-paced sector, the exclusive results of which will be revealed on Friday March 20 in our second sector-specific guide.

The guide offers insights into:
- The consumer mood
- Fashion favourites
- The role of in-store technology in the path to purchase
- How consumers like to shop
- The future of fashion customer experience

This guide offers a significant level of analysis into the fashion market, and ultimately aims to help retailers gain specific insights that help them target a greater share of the fashion wallet and deliver an amazing customer experience.

A **free service** would enhance the **home delivery experience** of **61%** of online shoppers

QUALITY is what makes a **great fashion brand**, according to **82%** of consumers

The biggest **FRUSTRATION** for online shoppers is finding products are **OUT OF STOCK**
54% say this has caused them to have a negative shopping experience

To view the full guide visit **www.retail-week.com/ fashionguide**

Learn more about Microsoft Dynamics for Retail **www.microsoft.com/en-gb/ dynamics/retail.aspx**

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