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YEAR-END SPECIAL



COVER STORY

WHERE ARE WE HEADED?

This year, fashion trends, demand, business and operations were largely influenced by the change in consumer behaviour brought in by the COVID-19 pandemic. In this article, we review how the world of fashion changed and where it is headed in the new normal.

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SUPPLY CHAIN

THE LAST MILE PROMISE: SUPPLY CHAIN GOES PHYGITAL

Industry experts share insights on the growing importance of CX in last-mile fulfilment and putting the right supply chain forward based on customer expectations.

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INNOVATION

RETAIL REALIGNED: WHAT'S DRIVING BUSINESS TODAY?

For companies and brands today, people and culture have taken precedence over sales generation and businesses are now looking to be more agile and quick. Industry players share their opinion on integrating operations with technology while leading teams with empathy.

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PHYGITAL RETAIL

PERFECTING THE 'PHYGITAL' SHOPPING EXPERIENCE: UNIFYING THE ECOSYSTEM FOR TODAY'S HYPER-CONNECTED CONSUMER

Though the lines of divide between the two may be blurring fast, there's much that needs to be explored. Through this article, we decode how brands are perfecting their phygital strategy.

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FASHION RESEARCH



SUSTAINABILITY

SUSTAINABILITY POST PANDEMIC: 5 TIPS TO MAKE THE SHIFT

The fashion industry is worth more than US\$2.5 trillion and employs over 75 million people globally. Though the sector is booming, it has negatively impacted the environment. There is an urgent need to shift to truly sustainable practices.

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RETAIL INNOVATION

LUXURY RETAIL: ADAPT, DIGITISE & WIN

In its latest report titled 'Fashion and Luxury: Winning Recovery Strategies in a Post-COVID-19 World', Euromonitor International provides a positive outlook of the sector in times to come, adding that it is set for a strong rebound driven by pent-up demand and domestic consumption.

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