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Retail Gears for Festivity

Retail sector all across domains and categories is getting ready to welcome their customers with exciting offers and campaigns to ring in the festivities. Let's hear from the leaders about what awaits the customers this year.



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The brand is open to exploring all new techs and platforms that help us in building a stronger connection with our consumers, that is led by solid educational content, gamification, and social commerce



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Today the consumers care about sustainability more than ever and the data showed that 74% of the customers would switch from one brand to another if the other brand is offering sustainability standards

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Adopting automation in retail will enable retailers to offer the newest and most innovative retail management and shopping experience

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The brand is investing in a more seamless UX, doubling down on 3D modelling and virtual try-on to address the problems of right sizing and finding the perfect face fit for the online customers