

The Future of Fashion Retailing in the Digital Era  
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We will see more disruptions in the next 10 years of retail than we have in the past 1,000 years. These so-called disruptions that will take place will be outcomes of new digital products and collaborative consumption. We will be able to see these changes occurring in multiple ways when we go shopping in stores or order off our favorite on-line shopping sites. On March 19, 2014, Hyunjoo Im gave a lecture at URI on exactly how fashion retailing will change through the development of digital products and collaborative consumption.

Through the development of digital products, which are goods or services stored, delivered, and/or used electronically, fashion retailing will change. The four types of digital products that will affect fashion retailing are content-based products, tools, digital services, and experimental products. The Style.com app and making magazines, such as *Vogue*, available in a digital form are examples of content-based digital products. Transferring content like magazines directly to digital channels allows consumers to have access to these magazines and apps at all times on their tablets and smartphones. Tools such as TukaTech digitally and realistically show how fabrics drape on a variety of human avatars. Products like TukaTech allow designers to see how a garment will move on many different body types without the need of mannequins or live models. Thirdly, digital services will assist consumers with functions such as comparison shopping and eliminating the need to clip coupons. An example of a digital service is Stylebook, which allows consumers to plan out their daily outfits on a monthly calendar. Lastly, digital products satisfy consumers' experimental needs. An example would be PC games like Sims 3, which allows the player to dress their avatar in looks straight from Diesel's runway show. All of these types of digital products can create intangible and ambiguous ownership, causing retailers to create new cost-value structures and business models. The need for retailers to bring fresh ideas into their business leads us to collaborative consumption.

Collaborative consumption allows us to change what we have and share what we have by making the world our neighborhood. Services like Zipcar allow people living in cities to drive cars by the hour or day for a monthly membership fee. Zipcar created their business model to take advantage of collaborative consumption by creating a network of consumers. In the fashion industry, retail stores are the main segment to benefit from collaborative consumption through digital and analog media, and new technology. Under digital and analog media, stores are starting to use interactive windows that allow consumers to hold their wrist up to a screen and virtually try on watches, sometimes without ever entering the store. Pizza Hut is developing an interactive table that will allow diners to custom build their pizza, pay for it, and play games on their table top, which is a digital screen, while they wait on their food. Radio Frequency Identification (RFID) technology links the product story with customers in the store. Several Burberry stores, since September 2012, have incorporated RFID technology to enhance their customers' experience. Customers can view multimedia content specific to different products on in-store display screens. Merging on-line recommendations from Pinterest with in-store merchandising is another great way stores like Nordstrom are incorporating collaborative consumption through digital and analog media. New technology is the second way fashion retail stores are benefiting from collaborative consumption. The new Samsung transparent window

allows people to have a digital window in their house so they can constantly stay connected and have access to social media and the internet. The Samsung transparent window is great for fashion retail because it allows consumers to shop easily, from when they wake up to when they go to sleep. Ralph Lauren utilized visual technology to market and promote his collection in 4D on the façade of his stores in London and New York City, giving consumers an experience unlike any other. Finally, companies like Amazon.com are tinkering with the idea of same-day delivery using drones and other logistics options. Fashion retailers can integrate collaborative consumption into their businesses through the use of digital and analog media and new technology through interactive RFID and drones.

With the use of new digital products and collaborative consumption, there will definitely be some big changes in retail within the next ten years. In the future, being able to plan your day on your Samsung transparent window, hop into your Zipcar, and try on clothes through a mirror will seem like second nature.