

Online Fashion Retailing and Flash Sales
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Summary by Dominique Grillon

Consumers are beginning to use the internet for more purposes than ever and retailing is no exception. Allison Healy gave us, "a glimpse into the world of online only retailing and flash sale websites." Online shopping has been growing due to the ease and quickness of shopping at any hour of the day. Because shopping online is so efficient, many retailers are becoming online only. Allison focused her presentation on online retailers such as Nasty Gal, Net-a-porter, Zappos, Shopbop and Baublebar. Each of these sites has unique features that make them successful. Nasty Gal has its own market place where you can buy and sell new clothes and pre owned and vintage fashion. Net-a-porter has their own online magazine called The Edit where consumers can purchase the clothing they see in the magazine. The online shoe company Zappos is known for their fast speed. They only showcase items on their site that they physically have in their warehouse. Shopbop is known for showcasing new design talents. They have over 2000 new designers on their site. The layout of their website is also unique. It is a cross between a magazine and a boutique. Baublebar is a huge jewelry fashion store that allows you to upload photos of yourself wearing jewelry from the store. Allison also talked to us about flash sales. Flash sales are exclusive deals given to customers for a limited time only. One example of a store that has flash sales is Hautelook. Hautelook is a retailer owned by Nordstrom. Everyday at 8am new sales are made available. Many brands are utilizing online retailing and flash sales to grow their brands.