

8 Digital transformation and marketing in the fashion industry evolution

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Abstract

In the era of globalization and the ongoing digital revolution, digital marketing has emerged as a cornerstone of modern society, influencing how individuals interact with products and their surrounding environment. While the existing literature has extensively explored the broader impacts of digital transformation on various industries, there remains a noticeable research gap, particularly concerning the fashion industry. This chapter aims to fill this void by providing a detailed analysis of the specific impact of digital transformation, new technology, and marketing strategies within the fast fashion sector, with a focus on industry leaders such as Zara, H&M, and Reserved.

The research sets out to comprehensively understand how these fast fashion brands have adapted to technological innovations and incorporated digital strategies. While it is acknowledged that these brands have embraced technology to varying extents, a nuanced examination of their specific approaches, challenges, and the resulting impact is essential for a holistic understanding of their evolution. The primary objective is to assess the influence of digital transformation and marketing on the fast fashion industry's development.

The study employs a two-fold approach. First, it analyzes the use of technological advancements and marketing innovations by Zara, H&M, and Reserved. This includes an examination of how these brands leverage new

technologies to enhance operational efficiency, engage with consumers, and establish differentiation in a fiercely competitive market. Second, the study delves into the potential challenges and ethical considerations arising from the increasing integration of technology in the fashion industry, such as data privacy and regulatory compliance. Additionally, it explores the implications of technological advancements for sustainability and responsible business practices.

The research methodology involves a thorough analysis of reports and available data, providing valuable insights into the dynamic intersection of technology, marketing, and fashion. This study not only contributes to academic research but also offers practical implications for industry stakeholders, policymakers, and businesses aiming to navigate the evolving landscape of the digital runway.

Keywords: Digital transformation, fashion industry, technology, digital marketing, fast fashion, ethics

Introduction

Digital marketing has become a foundation of the modern age, identifying an important moment in the process of globalization. The ongoing digital revolution and international integration have reshaped the ways in which individuals interact with the environment and various products, where individuals may explore consumer goods, technological innovations, or other tangible items and services such as healthcare, education, or digital platforms. Cultural and social dynamics also influence the interaction. Individuals may engage in social media platforms, contributing to digital communities, participating in online discussions, or shaping and being shaped by cultural trends.

While the existing literature has explored the influence of digital transformation and technology on various industries, there is a noticeable research gap regarding the specific impact within the fashion industry. Previous studies, such as the study of Hills and Sarin (2003) and the more recent paper by Gu, Gao, Tan, and Peng (2020), provide valuable insights into the broader implications of technology adaptation. However, a noticeable research gap exists concerning the specific impact of digital transformation within the fashion industry. To address this gap,