



# The Business of Fashion Driving Customer Success Through Engagement

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Case Study

## Tapping into the Future of Physical Retail

By Cathalain Chen

In the age of e-commerce, defining the role of the store is as daunting as ever. But a brick-and-mortar experience is vital to brand building. A store is still the most important touchpoint between consumer and product, and the right interaction could create a lifetime of loyalty. From Warby Parker's digital-to-physical evolution to Neiman Marcus Group's investments in customer service, BoF examines the importance of the store — and how it complements the online experience.



businessoffashion.com August 2020

CASE STUDY


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## How Lululemon Built Athleisure's Leading Brand

By Sarah Kent

As much of the fashion industry scrambled to survive the Covid-19 crisis, the activewear label's share price rose to an all-time high. How did Lululemon come to dominate the age of athleisure, prosper through the early days of the pandemic and solidify its position as one of the world's most powerful apparel brands?



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CASE STUDY

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## How Levi's Is Navigating the Purpose and Profit Trade-Off

By Chantal Fernandez

The 167-year-old jeansmaker cared about running an ethical business before it became a marketing exercise. What happens to that commitment in a pandemic?



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CASE STUDY

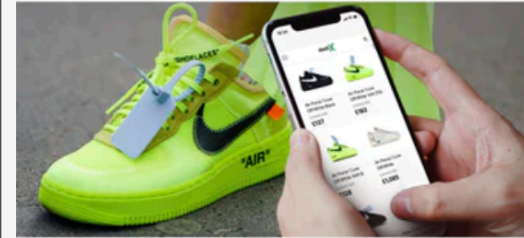
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## The Next Wave of Luxury E-Commerce

By Lauren Sherman

Online luxury retail is now 20 years old. But after two decades of innovation, once-groundbreaking multi-brand giants face significant changes in consumer behaviour — and a growing, diverse stable of competitors — just as the coronavirus epidemic turns the world upside down. What will the next wave of luxury e-commerce look like?



businessoffashion.com March 2020

CASE STUDY

1

Create focus through a dedicated and distinct customer success team

2

Drive adoption through bespoke partner onboarding initiatives



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3

Build habit through customised content programmes

4

Encourage loyalty through regular partner specific events