

July 2022

Fashion Online - UK

“In 2022, while growth in the online fashion market has slowed, the channel continues to capture a significantly greater share (44%) of overall spending on clothing and footwear than pre-pandemic. As consumers cut back on discretionary spending amid the worsening cost-of-living crisis, online fashion sales at value-focused retailers and pureplays ...

June 2022

Digital Trends Summer - UK

“The metaverse has become a well-worn buzzword since Mark Zuckerberg rebranded Facebook to Meta in October 2021. But even as new metaverses continually come into existence and businesses fall over themselves to be ‘seen’ in the metaverse, consumers remain largely unaware, with just a third claiming to know much about ...

May 2022

Direct to Consumer - UK

“Selling directly to consumers is not a new concept, but the rise of ecommerce over the past decade has provided for the foundations for it to be a more disruptive concept across all sectors, from automotive to media distribution. For retailers the modern D2C model has proved the platform for ...