

Future of Commerce: A City View of Suburban Fashion Retailing

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Abstracts

Store-based fashion retail is heavily concentrated in city-centre commercial areas or shopping malls. Diminished footfall, because of both growing e-commerce penetration and hybrid working arrangements following the COVID-19 pandemic can support growth for suburban retail as an alternative. With fashion players increasingly tapping into hyper-local propositions, while experimenting with stores as micro-fulfilment centres, suburban retail can emerge as a post-pandemic winning strategy.

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