

Editorial: The digital revolution and the growth in online apparel retailing

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Retailers and brands have long looked to manufacturers based in countries distant from their major markets in order to be able to source their requirements at the lowest cost. However, this model may be changing as consumers seek instant gratification and are increasingly shopping online. As such, it is vital that brands and retailers put agility first, and focus on supply chain innovations and speed to market. Moreover, in order to speed up the time to market, brands and retailers need to embrace the opportunities provided by the digital age and invest in technologies which will support the supply chains of the future. Such technologies include robotic systems in manufacturing and the use of artificial intelligence (AI) and augmented reality (AR) in a retail environment. The potential of the latest technologies to transform the supply chain and retail environments were discussed at a conference entitled "Digital Revolution Virtually Taking Over Fashion", which was organised by the Association of Suppliers to the British Clothing Industry (ASBCI) and held in Leeds, UK, on May 3, 2018. In this report Robin Anson discusses the key trends covered at the conference, with particular reference to: colour management; consumer interaction and engagement with digital technologies; omni-channel logistics; the impact of digital technologies on product development and the supply chain; enhancing collaboration using digital storyboarding; and robotics and automation.

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