

The Importance of E-Commerce in the Fashion Industry

Ms Nishu¹, Ms Reena Tyagi², Mr Mayank Saini³, Mr Rajnikant⁴

Student of MFA Fashion Designing, Department of Fine Arts¹

Assistant Professor, Department of Fine Arts^{2,3,4}

Shri Ram College, Muzaffarnagar Uttar Pradesh

Abstract: *The fashion industry, traditionally reliant on physical retail, has undergone a significant transformation with the advent of e-commerce. Online platforms have become a central driver of growth, enabling global reach, round-the-clock availability, personalized shopping experiences, and data-driven business strategies. This paper explores the multifaceted importance of e-commerce in fashion, examining its role in market expansion, operational efficiency, consumer behavior, and sustainability. The analysis incorporates market trends, technological advancements, and case studies to illustrate the impact of digital retailing on fashion.*

Keywords: Fashion industry, e-commerce, online platforms, global reach, 24/7 availability, personalized shopping, data-driven strategies, market expansion, operational efficiency, consumer behavior, sustainability, market trends, technological advancements, digital retailing

