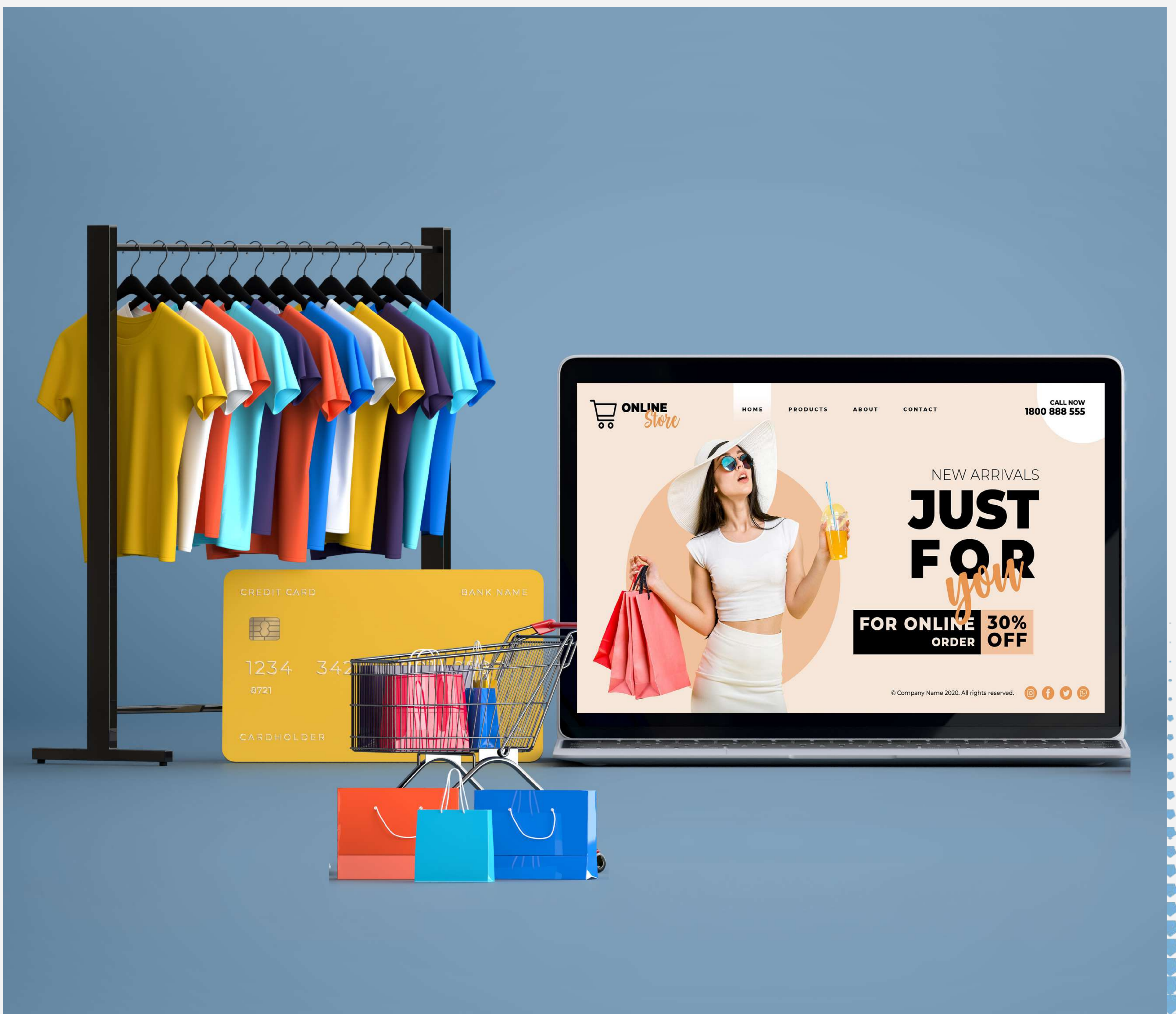



# Crafting the Ideal Digital Experience: **APPAREL & FASHION**

Immersing Apparel & Fashion Consumers In Your Brand Through an Agile,  
Seamless Digital Experience Across All Channels





“The digital experience must act as an extension of a brand’s identity.”

## The Importance of the Digital Experience In Apparel & Fashion

For generations, apparel and fashion brands have staked their claim to a share of the market by establishing a unique identity. Consumers don’t purchase a Louis Vuitton bag because of its functionality. They purchase the bag because its logo exudes luxury and sophistication.

The same can be said about the importance of brand identity for Nike, Gucci, The North Face, and other apparel or fashion brands.

**Now, the digital experience must act as an extension of a brand’s identity.**

### The Digital Divide

Even prior to the COVID pandemic, apparel and fashion brands with robust digital and analytical capabilities strongly outperformed their less digitally mature counterparts. According to McKinsey & Company, digital and analytics leaders offer 1.6x the total returns to shareholders when compared to laggards.

Brands allocating significant resources to their digital efforts are poised to reap the rewards.

### Brand Consistency

Consumers expect the digital elements of apparel and fashion brands to remain consistent with the brand they know. Any departure from that identity may break consumer trust.

A deliberate adherence to brand identity can further immerse consumers in a single brand, increasing retention and loyalty.

### The Growing Online Presence

Consumers continue to spend more time online, and the way they use that time is why the digital experience is so vital for these brands.

For example, 35% of consumers browse for fashion inspiration in online shops at least once per week. And 22% of consumers say they’ll browse for inspiration online more often in the next four weeks.



# The Brand–Consumer Digital Relationship

Creating a bold and successful digital experience is founded on the ability to recognize what apparel and fashion consumers care about most.

## Apparel & Fashion Consumer Expectations

### An Easy Buying Journey

While consumers expect to have virtually limitless access to information, they demand a simple buying process in which almost nothing is required of them. This means as few clicks, minimal requirement of consumer info, and as little text as possible.

### An Interactive Experience

Apparel and fashion consumers don't want to be passengers—they need to be the star of their buying journey. For brands, that heightens the value of placing the consumer in control through interactive experiences, such as using shop-the-room assets to try on clothes.

### A Seamless Brand Experience

As mentioned previously, uniform branding is vital to an immersive experience. Consumers expect the social media, website, and email experiences to mirror the identity of the brand.

### A Personalized Experience

Perhaps the greatest error committed by any apparel or fashion brand is to make consumers feel like just another shopper. This industry's consumers reject the cookie-cutter paradigm and, instead, demand a personalized experience that makes them feel like one of one.

## Benefits of Building the Ideal Digital Journey

While crafting the perfect digital consumer journey requires extreme attention to detail, the rewards of doing so are virtually boundless.

Digital experiences can be used to build brand perception among the target audience, thereby elevating the value of anything bearing the brand's logo. A powerful digital experience can also deepen the brand-consumer relationship, creating a bond that increases brand loyalty and customer retention.

And of course, the ideal digital experience creates the most efficient and effective path to purchase, meaning a maximization of sales.

# Apparel & Fashion Brand Pain Points

## How to Influence Consumer Perception

The apparel and fashion industry is densely populated with well-established brands. So, how can any single brand change how it's perceived? In a highly competitive market, what role will the digital experience play in how an individual consumer views the brand and its value?

## How to Achieve Customer Loyalty

Although **81%** of consumers want to form a relationship with a brand, most consumers (54.7%) are loyal to only one to five brands. Why is brand loyalty so vital? **81%** of consumers make buying decisions based on their level of trust for a brand, and **65%** of brand purchases come from repeat customers.



## How to the Changing Expectations of the Consumer

The digital world is more accessible, rapid, and fickle than its brick-and-mortar counterpart. That means the needs and expectations of the consumer change faster than ever. Apparel and fashion brands require extreme flexibility to meet those moving targets.

## Why Apparel & Fashion Leaders are Turning to Creator by Zmags

Creator by Zmags is the only Digital Experience Platform (DXP) built exclusively for marketers. It's the fastest way to easily publish and optimize digital experiences across any channel, better leverage and maximize the value of your existing tech stack, and turbocharge eCommerce sales.

Creator eliminates your need for coding, IT, development, or agency resources. As a result, you stay in control of the digital experience and have the capability to match your target audience's changing needs with maximum efficiency.

# Why the Benefits of Creator by Zmags Matter to the C Suite & Other Decision Makers

**200%**

Increase in eCommerce conversions

**87%**

Decrease in bounce rates and abandoned carts

**30%**

Savings on third party costs

**400%**

Increase in interactive experience output

Now more than ever, apparel and fashion brands need a flexible, agile, and lightweight digital experience platform. Why?

- ✔ Rapid deployment saves your team time, which can be spent on other marketing initiatives.
- ✔ Ease of use and flexibility allow you to meet the changing needs of your target audience.
- ✔ Customization (such as custom calls to action) directly increases conversion rates.
- ✔ Interactivity, including animations, hotspots, and multi-merchandising shopability, keeps consumers engaged throughout the consumer journey.
- ✔ Custom email experiences create stronger relationships with your subscribers.

## Shortening the Path to Purchase

Apparel and fashion consumers don't want to participate in a marathon of pages, clicks, and links. They want a direct interactive experience in the palm of their hand. Through a flexible and personalized experience, you can streamline a customized consumer journey for a quicker path to purchase. Quickviews and on-page add-to-cart buttons simplify the buying process.

## Adaptability that Moves the Needle

We live in a world of headless eCommerce where your content hub must be able to serve limitless points of engagement between brand and audience. Native apps, social commerce, web apps, voice commerce—these all represent interfaces used by visitors to interact with your business.

In this world, your digital presence can't afford to be restricted by technology. Your digital processes must cater to both technical and non-technical teams. The only path to measurable success (conversions, sales, retention, etc.) is through a suite of digital solutions that are open, agile, and easily connected to the rest of the tech stack.

## Case Study: J.McLaughlin Drives Higher ROI By Publishing More Engaging Content With Creator

J.McLaughlin, a premium American fashion brand, struggled with bandwidth and ongoing maintenance of digital catalogs. Their team was tied up with image-heavy digital assets and little flexibility in how they could create or publish that content. With Creator, the team gained freedom of faster workflows and automations. When a product runs out of stock, it now automatically drops off the product page. And shoppable carousels were added to expedite processes and consumer experiences.

As a result, J.McLaughlin experienced an 87% increase in website purchases value, a 13% increase in website purchases, an 88% increase in ROAS, all while decreasing the time spent on publishing and maintaining content by 75%.

# How to Get Started

Creator by Zmags is helping apparel and fashion marketers create immersive digital experiences without the need for any IT involvement. It delivers the sort of flexibility and capability that keeps you in control of the creative process while keeping shoppability at the core of every experience. With Creator, what used to take four hours now takes just 15 minutes, all while optimizing ROI.

Ready to optimize every consumer engagement with Creator by Zmags?

## Follow us on all social platforms for more inspiring content



Visit [CreatorByZmags.com](https://CreatorByZmags.com) to Request a Demo

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CLARINS

ISI  
SIGNATURE  
HARDWARE

GODIVA  
Belgium 1926

HOM  
FURNITURE

TIMEX GROUP

Mitchell Gold  
+Bob Williams

“

★★★★★

Ciara R.

Graphic Designer

It is simple to use. Without putting too much effort, you can easily drag in the graphics you want, all while making it user-friendly and appealing. I wish I could take what I create in InDesign and easily import it into the creator. This way, I can focus more on the interactive user end of things. Keep your vision organized by creating files for each creator file...

“

★★★★★

Adam B.

Zmags makes dynamic page building simple.

Zmags has made dynamic page building much more manageable. Additionally, the similarities between tools and functions in Zmags and other editing programs such as Photoshop, which I use daily, made the acclimation process much shorter. The ability to hyperlink several products from one image hugely influenced our decision to partner with Zmags. It's a bit of a challenge configuring the alignment of layers, whether it be text or type. This can, at times, lead to a slightly wonky page...

“

★★★★★

Administrator in Sporting Goods

"Quickly produce and publish rich web content using WYSIWYG"

Easy implementation and intuitive editor price is a little high for smaller businesses. This is a great creative solution for teams without a lot of technical front-end web experience or resources. ZMags has allowed our design team to quickly produce and publish rich web content without the need of a developer or technical coding skills.

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