

Digital Transformation in the Fashion Industry in the United Kingdom – A Review

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ABSTRACT

This research study investigates the digital transformation in the fashion industry in United Kingdom. The study objectives are to find the current and future trend surround the fashion industry in UK, investigate the challenges of digital transformation in the industry, as well as critically assess the impact of digitalization on fashion industries in the UK. This study is a review of scholarly articles and the secondary data is collected and analyzed using content analysis approach. Findings from this study found that the changing customer preferences (demands), sustainability concerns, etc. are the major trends in the fashion industry in UK. Further findings revealed that balancing the usage of automated technology and human labor, ensuring customer privacy, environmental implications, etc. are the common challenges facing digital transformation in fashion industry. However, the findings revealed some impacts of digitalization to include highly improvement in the design and manufacturing, marketing and sales through the growth of e-commerce, social media, and mobile payments, etc. findings therefore conclude that the digital revolution of the fashion industry has had a significant influence on the UK marketplace, even though it is creating both possibilities and constraints. Yet, by taking a strategic and proactive approach to digital transformation, businesses can position themselves for success in the digital age. This study therefore recommends the total implementation of digital technology in the operations and design of fashion styles in the fashion industry

INTRODUCTION

The fashion business is undergoing a significant digital revolution, driven by technical improvements, customer demand, and the advent of e-commerce (Bertola, et al. 2016). In the United Kingdom, digital technologies are transforming the industry landscape, from design and manufacturing to sales and marketing. Digital transformation has become an important feature of the fashion business in the United Kingdom, especially in locations like London where competition is fierce. Researchers argue that the application of Industry 4.0 technologies in the fashion sector is causing transformative and disruptive changes in the back and front ends of the value chain, and these changes are resulting in more innovative (faster, more intelligent, and efficient) processes, products, services, and business models (BMs) (Bertola and Teunissen 2018; Kalbaska and Cantoni 2019).

The utilization of digital marketing and technology has transformed the way fashion companies function and reach their intended audience. With the rise of e-commerce, social media platforms, and mobile technology, fashion firms have realized the need to adapt and embrace digital transformation (Chuprina et al. 2020). This digital revolution enables fashion firms to improve consumer experiences and communicate with their target audiences more effectively (Guercini et al., 2013). Fashion firms may use digital platforms and technology to attract a larger audience, customize marketing techniques, and boost sales through e-commerce channels. Furthermore, digital transformation in the fashion business allows firms to collect data and insights about client preferences, habits, and trends. This data may then be utilized to guide product

development, marketing tactics, and forecasts, resulting in increased business growth and sustainability. Digital transformation in the fashion industry has an influence on more than just marketing and consumer interaction; it also affects supply chain management and operations. Fashion firms may streamline their supply chains, cut costs, and increase efficiency by using technology like AI-powered inventory management systems and RFID monitoring.

The fashion business is one of the UK's most important economic sectors, worth £32 billion and employing more than 890,000 people. However, the business is experiencing a variety of issues, such as the advent of internet shopping, quick fashion, and shifting customer preferences. These problems are requiring fashion companies to adapt and embrace new technology in order to survive and prosper. This research focuses on adding to the previously existing body of literature on the digital transformation in the UK fashion sector, documenting the current and future trends, effect, and difficulties offered as a result of digitalization.

OBJECTIVES

This research study investigates the digital transformation in the fashion industry in United Kingdom. The study objectives are:

1. To find the current and future trend surround the fashion industry in UK
2. Investigate the challenges of digital transformation in the industry
3. To critically assess the impact of digitalization on fashion industries in the UK.

CONCEPT OF DIGITAL TRANSFORMATION

Industrial digitalization entails organizing, shaping, and influencing transformation across many, although overlapping, dimensions: economic, sociological, and cultural (Brennen and Kreiss 2016). Enabled by digital technologies, digitalization and digitization of data and processes result in digital transformation, which is associated with changing value-creation paths and offering new products and services while managing structural changes and barriers to transformation (Vial 2019). The fashion industry's digital transformation affects the whole value chain, with fundamental changes occurring in consumer interactions and supply-chain processes as a result of the use of 3DVD technology (Arribas and Alfaro 2018).

THE DIGITAL REVOLUTION: RESHAPING THE UK'S FASHION INDUSTRY

The implementation of digital technologies in the fashion sector has remained in the experimental stage due to a variety of inhibitors and constraints, including a lack of experience, which slows acceptance (Pal and Jayarathne, 2022; Santos, et al. 2020; Sassi et al. 2021). The COVID-19 epidemic in 2020 has accelerated the fashion industry's digital move to the virtual dimension, with the potential of improving innovation and sustainability throughout the system (Brydges, et al. 2020; Gonzalo et al. 2020). Digital technologies were expected to have a large impact on the industry's future, but their acceptance was gradual owing to a variety of problems. It pose the possibilities of improving the entire fashion-supply chains and to co-create value in different sustainability dimensions (Business of Fashion and McKinsey & Company 2020).

As a result, the fashion business has seen substantial transition in recent years, owing mostly to the digital revolution. Technology has improved, paving the path for new business models, customer habits, and industry development potential (Gonzalo et al. 2020). The digital revolution has had a particularly strong influence on the fashion sector in the United Kingdom, transforming how firms operate, market their products, and interact with customers.

The fashion sector in the United Kingdom (UK) is on an exciting path, rapidly adopting the digital

revolution. This transformation is not an option, but rather a necessary condition for survival and profitability in today's fast-paced society. E-commerce is one of the most significant ways that the digital revolution has transformed the UK fashion sector (Sassi et al. 2021). Customers no longer have to visit actual stores to explore and buy clothes. With the press of a mouse, consumers can now buy online from the comfort of their own homes, accessing a diverse range of items from UK-based and international firms. The emergence of mobile technology has expedited the trend to online shopping, with people increasingly using smartphones and tablets to purchase while on the go.

In reaction to the rising dominance of e-commerce, several UK fashion firms have made significant investments in their online presence. This involves designing user-friendly websites, engaging social media accounts, and optimizing online storefronts for mobile devices (Sassi et al., 2021; Daria et al., 2022). When they do so, brands may reach a larger audience of customers and increase sales in a competitive market. Some businesses have also adopted the notion of omni-channel commerce, which involves smoothly merging online and offline channels to provide consumers with a consistent purchasing experience.

Another way the digital revolution has affected the UK's fashion business is the emergence of influencer marketing. (Daria, et al. 2022). Social media platforms such as Instagram and YouTube have spawned a new generation of fashion influencers, who have built significant followings by sharing their own style and fashion preferences with their followers. These influencers have become effective marketing tools for businesses, who frequently work with them to sell their products to a specific demographic. By harnessing these influencers' reach and impact, companies can interact with customers in a more real and engaging manner.

The digital revolution has also contributed to a democratization of fashion, with social media platforms spawning a new crop of independent designers and firms. Platforms like Etsy, Depop, and ASOS Marketplace have enabled new designers to promote and sell their work to a worldwide audience (Daria et al. 2022). This has enabled designers to avoid conventional gatekeepers like fashion journalists and buyers, allowing them to reach out to customers directly and establish a devoted following. As a result, the UK fashion industry's designs and aesthetics have become more diverse, with customers increasingly seeking for distinctive and independent businesses.

In addition to changing the way firms operate and sell their products, the digital revolution has altered how customers interact with fashion. Social media platforms have emerged as important sources of inspiration for consumers, who look to influencers, celebrities, and their peers for suggestions on what to wear and how to design their clothing. This has resulted in a blurring of the barriers between professional and amateur content makers, with more people looking to social media for fashion guidance and inspiration. Furthermore, the growth of social media platforms has empowered customers by allowing them to connect with companies and express their views and opinions on products (Arribas and Alfaro 2018). This has resulted in a trend toward more open and consumer-centric business practices in the fashion sector, as firms strive to connect with customers in more meaningful ways. Brands may develop trust and loyalty among their customers by listening to and responding to consumer input, which in turn drives sales and growth.

The digital revolution has also helped firms to better understand and meet their customers' requirements and preferences. Data analytics and artificial intelligence enable companies to gather and evaluate massive volumes of data about customer behavior, tastes, and trends, enabling them to adjust their goods and marketing campaigns to the demands of their target audience. This data-driven strategy has made brands more nimble and sensitive to changing market conditions, helping them to innovate and remain ahead of the competition.

Thinking into the future, the digital revolution is expected to further reshape the UK fashion business (Cantoni et al. 2020). Technology advancements such as virtual and augmented reality, 3D printing, and

blockchain are set to transform how things are developed, made, and marketed (Brydges et al. 2018). These technologies have the potential to improve customer shopping experiences, increase supply chain efficiency, and minimize the negative environmental effects in the fashion sector.

The digital revolution has had a dramatic influence on the UK fashion sector, transforming how firms operate, sell their products, and communicate with customers. E-commerce, influencer marketing, and the development of freelance designers have all played major roles in this shift, resulting in a more varied, consumer-centric, and data-driven sector. As technology advances, the fashion industry must change and come up with new ideas to stay ahead of the curve and fulfill consumers' shifting wants and expectations.

CURRENT AND FUTURE TREND

The fashion sector in the United Kingdom has seen a digital transition in recent years, owing to technological improvements and shifts in customer behavior. This shift is influencing how organizations function, sell their products, and engage with their consumers (Akhtar et al. 2022). In this article, we will look at current trends in digital transformation in the UK fashion sector and how they are projected to evolve in the future.

E-commerce is a crucial trend in the digital revolution of the UK fashion sector (Bloomberg, 2018). With the rise of online shopping, many fashion companies are investing in their online platforms to reach a larger audience and deliver a smoother shopping experience. According to the United Kingdom's Fashion Retail Survey 2020, e-commerce sales in the UK fashion sector increased by 23% in 2019, demonstrating the significance of e-commerce platforms for fashion firms.

Another significant development in the digital transformation of the UK fashion business is the use of data analytics and artificial intelligence. Many fashion firms are using data analytics to get insights into customer behavior, tastes, and trends. This allows them to make better educated decisions regarding their goods and marketing tactics. Artificial intelligence is also being used to personalize the shopping experience for customers, by recommending products based on their browsing history and preferences (Bresciani, *et al.* 2021).

Social media has also had a huge impact on the digital revolution of the UK fashion business. Many fashion firms use social media sites like Instagram, Facebook, and TikTok to interact with customers, promote their products, and increase sales. Influencer marketing has been a popular approach for fashion firms, with influencers pushing their items to their following and creating excitement about new collections.

The emergence of sustainability and ethical fashion is another significant trend in the UK fashion industry's digital revolution. Consumers are increasingly concerned about the negative environmental and social effect of their purchases, prompting many fashion firms to implement sustainable and ethical practices. This includes using eco-friendly materials, reducing waste in the production process, and promoting fair labor practices. The digital age has also allowed brands to communicate their sustainability efforts to consumers more effectively, through their websites, social media, and other online platforms.

Thinking into the future, many major factors are expected to affect the UK fashion industry's digital transition. One of these developments is the increasing significance of omnichannel retailing. To fulfill consumers' shifting requirements, fashion firms will need to combine their online and physical sales channels to create a consistent shopping experience across all touchpoints. This might include features like purchase online, pick up in-store (BOPIS), virtual try-ons, and tailored suggestions based on both online and offline buying history.

Another major trend in the future of digital transformation in the UK fashion sector is continuous

technological innovation. As new technologies like augmented reality (AR), virtual reality (VR), and 3D printing advance, fashion firms will have greater opportunity to provide immersive and engaging experiences to their customers. AR and VR technology, for example, may be used to allow clients to virtually test out on garments and accessories, and 3D printing allows firms to create custom-made pieces on request.

Personalization is also likely to be a significant trend in the future of digital transformation in the UK fashion business. As customers become more demanding and technologically aware, fashion firms will need to adjust their products and marketing methods to fit their specific requirements and preferences. This may involve delivering tailored suggestions based on a customer's browsing and purchasing history, as well as opportunities for product modification and customization.

Lastly, the quest for environmental sustainability is seeing as both the current and future trend in the fashion industry in UK. Sustainability is a crucial part of fashion design, whether in the manufacture of fibers or in the creation of fashion designs itself (Shafie et al. 2021). The fashion business is seen as a major contributor to several social and environmental issues, with a detrimental influence on the environment ranging from the manufacturing process to consumer disposal (Mcneill & Venter, 2019). As a result, the fashion industry must be accountable to the community and the environment by minimizing the negative environmental effect of garment manufacture, including raw materials, processing, and production.

The digital revolution of the UK fashion sector is changing how firms function and engage with their customers. From the development of e-commerce and data analytics to the usage of social media and sustainability practices, the sector is changing dramatically to satisfy customers' growing expectations. The future of digital transformation in the UK fashion sector is anticipated to be driven by trends such as omnichannel commerce, technical innovation, and customization. By embracing these trends and adapting to the changing landscape of the industry, fashion brands can stay ahead of the curve and continue to thrive in the digital age.

THE IMPACT OF DIGITALISATION

According to a survey of the available research, the use of 3D modeling technology causes fundamental changes in fashion industries' traditional supply-chain models. The use of 3D modeling enables the planning and creation workflow to be integrated, optimized, and enhanced through complete technological advancement and integrated design and iterative prototyping processes, including fit tests, simulation of functional performance (e.g., thermal), visualization of esthetic features (e.g., color, pattern, and material), and requirements for manufacturing (Papachristou and Bilalis 2015). This digital technique optimizes material use for physical sampling, shortens manufacturing time, encourages design originality, and minimizes costs (Demarco et al. 2020). The digital technologies allow for made-to-measure algorithmic and computational design (Volino et al. 2005) that improves the way garments can be personalized and adapted to the needs and behaviors of users (Carulli et al. 2017).

Sustainability promotion is another impact of digitalization. Henninger, et al. (2016) observed that micro-organization members, marketing directors, and customers all had different perspectives on sustainable fashion. Sustainable fashion was deemed unimportant for their firm; therefore its ideals were inadequately communicated to customers (Henninger, et al., 2016). Furthermore, customers did not appear to understand that sustainable fashion did not inevitably imply higher pricing (Henninger, et al., 2016). Furthermore, players in the textile and fashion industries lacked understanding about environmental implications throughout product life cycle phases (Khan & Islam, 2015), implying poor sustainable practices.

According to Mcneil and Moore (2015), sustainable fashion clothing may lessen negative environmental consequences while also providing ethical buying options to fashion consumers in meeting their demand for

fashion. Furthermore, Kazlowski et al. (2018) claimed that there are a few sub-sectors that may assist improve the sustainability of fashion items by adopting biodegradable fibers that do not contaminate the environment. Many individuals today are concerned about environmental contamination and want to pursue sustainable fashion practices (Shim et al., 2018). For example, shoppers in Turkey have stated that they like the sustainability component of fashion, such as employing organic materials and production (Lundblad & Davies, 2016).

Sustainability is very important in sustaining human life and in protecting the diversity of the world's ecosystems in a variety of ways, including protecting natural resources, saving energy, reducing waste quantities, investing in future economies through recycling or reuse approaches (Toprak & Anis, 2017; Arasinah et al., 2018). The digital transformation in fashion industry is a contributor of environmental sustainability in the UK as found by this study investigation. The use of digital technologies reduces the climate change effect. For example, the renewable energy which prevents the emission of GHG in the fashion manufacturing processes.

Digitalisation has altered the way fashion companies' function, from design and manufacturing to marketing and sales (Paritala, et al. 2017). The digital change of the fashion business has been especially obvious in the United Kingdom, where customers are among the most digitally engaged in the world. In the production stage, machinery that can read digital models streamlines operations, improves precision, efficiency, and time, and optimizes resources to make more complex and personalized items (Clarke-Sather and Cobb 2019; Ashby 2016).

Furthermore, the growth of e-commerce, social media, and mobile technology has permanently altered how customers purchase and connect with companies (Paritala, et al. 2017). The changing customer behaviour has made it necessary for fashion firms to adapt and evolve. Consumers, enabled by digital technology, seek more personalized and convenient purchasing experiences. Brands that can deliver on these expectations will prosper in the digital era. One of the most noticeable effects of digital revolution on the fashion industry has been the expansion of online retail. In the UK, online sales of apparel and footwear already account for more than a third of all sales, and this proportion is only anticipated to increase in the coming years (Carulli et al. 2017). This transition to online purchasing has had a significant impact on conventional brick-and-mortar shops, with many being forced to shut storefronts or reduce operations. The expansion of internet retail has also presented a number of new issues for fashion manufacturers. Online merchants, in particular, face fierce rivalry from both domestic and international rivals, necessitating ongoing innovation to differentiate themselves. This has resulted in several new fashion marketing trends, including the usage of social media influencers, targeted marketing efforts, and augmented reality experiences.

Digital revolution has had a tremendous influence on fashion design and manufacturing (Demarco et al. 2020). 3D design software, for example, is now extensively used to generate virtual clothing that can be tested and tweaked before being manufactured in real form (Demarco et al. 2020). This has allowed fashion firms to shorten lead times while also improving product quality. Furthermore, digital printing technologies have enabled the production of small quantities of custom-made clothes, creating new opportunities for both designers and consumers. This trend is projected to continue in the next years, as digital printing becomes more economical and accessible.

Digital transformation has also changed the way fashion firms market and sell their items. Social media, for example, has evolved into a vital tool for companies seeking to reach and interact with potential consumers (Demarco et al. 2020). Fashion firms are also increasingly adopting email marketing, smartphone applications, and other digital platforms for marketing their items and increase sales. In addition, digital revolution has resulted in the rise of new retail forms such as pop-up stores and showrooming. These new formats enable businesses to engage with customers in new and unique ways, and they are projected to play

an increasingly crucial role in the fashion industry in the coming years.

The strategic adoption of digitalization allows fashion brands to enhance customer experiences, optimize operations, and open new channels for growth. It's about using digital tools and platforms to create a seamless and engaging customer journey, from initial discovery and research to final purchase and post-purchase engagement.

COMPANY CASE ANALYSIS

The fashion industry has undergone a significant transformation in recent years with the introduction of digital technologies (Sun and Zhao, 2018). From online shopping to virtual fashion shows, UK fashion companies have embraced digital transformation to stay ahead of the competition and meet the evolving needs of consumers. One notable example of a UK fashion company that has successfully implemented digital transformation is ASOS. ASOS is an online retailer that offers a wide range of fashion and beauty products to customers around the world (Piyya, et al. 2022). The company has invested heavily in digital technologies to enhance the shopping experience for its customers. ASOS has implemented features such as virtual fitting rooms and AI-powered fashion recommendations to help customers find the perfect items for their personal style.

Burberry, another UK fashion firm, has embraced digital change. Burberry, a premium apparel business, has used digital technology to provide its customers with a seamless omnichannel purchasing experience (Dubey et al. 2020). The firm has adopted technologies like as virtual reality fashion shows and AI-powered chatbots to engage clients in novel and unique ways. Burberry's digital reinvention has enabled the company to reach a larger audience and increase sales both online and in stores.

Boohoo is another UK fashion firm that has adopted digital transformation to generate development and innovation (Piyya, et al. 2022). Boohoo is an online shop that sells rapid fashion at low costs. To engage its target demographic of young, fashion-conscious consumers, the firm has integrated technology like as augmented reality fitting rooms and social media influencers. Boohoo's digital transformation strategy has helped the business remain relevant in a competitive industry while also attracting new customers with its creative approach to online shopping. In addition to these examples, there are several additional UK fashion firms that have effectively utilized digital transformation methods to generate development and innovation. Companies like Topshop, River Island, and Misguided have all used digital technologies to improve the client experience and remain ahead of their competitors. Digital transformation has become a fundamental driver of success in the British fashion business. Companies who have used digital technology have been able to attract new consumers, increase sales, and maintain relevance in a quickly changing industry. As technology evolves, fashion firms must continue to engage in digital transformation to remain ahead of the competition and satisfy their consumers' requirements in new and inventive ways.

THE CHALLENGES OF DIGITAL TRANSFORMATION

Digital transformation has become essential for firms seeking to remain competitive in today's fast-paced and ever-changing economy. The digital era has witnessed a substantial change from traditional corporate procedures to technologically sophisticated solutions (Cantoni et al., 2020). While the advantages of digital transformation are apparent, the route is not without obstacles. Brands must handle challenges such as data security, privacy, and environmental concerns while retaining their brand's core in a digital context (Carulli et al. 2017). This transition has created various issues, including the need to balance human with automation, resolve privacy concerns, and limit environmental dama

One of the major challenges that businesses encounter during their digital transformation journey is

balancing the usage of automated technology and human labor (Clarke-Sather and Cobb, 2019). While automation can increase production and efficiency, it is critical for maintaining product quality and worker morale. While automation can boost efficiency and production, it also raises worries about job displacement and the future of employment (Collinsm 2019). Many people are concerned that automation will lead to widespread unemployment and a rising income inequality. Companies must find a way to harness automation while simultaneously investing in their workforce and training personnel to adapt to new technology.

Another problem is ensuring customer privacy. As the volume of data gathered and shared online grows, so do worries about privacy and data security (Colombi, et al. 2018). Customers are increasingly concerned about how firms use their personal information, which has resulted in heightened regulatory scrutiny and the need for stringent data protection procedures. As organizations grow increasingly data-driven, they must guarantee that their customers' data is protected and used properly. This entails implementing strong data security measures and being open with clients about how their information is utilized.

Additionally, the move towards digitalization has environmental implications. The increase in online shopping has led to a rise in packaging waste and carbon emissions from deliveries (Colombi, et al. 2018). The proliferation of digital devices and technologies has led to a surge in energy consumption and electronic waste. Data centers, which power the internet and store vast amounts of information, are major energy consumers and contribute to carbon emissions. Brands must find ways to mitigate these impacts by adopting sustainable practices.

In addition to these problems, organizations must deal with the rapid rate of technological development and the necessity for ongoing innovation (Bertola and Teunissen 2018; Kalbaska and Cantoni 2019). The digital world is continually changing, as new technology and trends emerge at a rapid rate. Companies must be nimble and adaptive in order to keep up with these developments and remain competitive. This needs a culture of innovation and a willingness to test new technology and business models.

Furthermore, digital transformation presents infrastructural and resource problems (Kalbaska & Cantoni 2019). Introducing new digital technologies frequently necessitates large investments in IT infrastructure, software, and training. Many firms struggle to deploy the resources and skills required to successfully carry out digital transformation projects. This can cause delays, cost overruns, and project failures. Another problem in digital transformation is addressing cybersecurity risks and vulnerabilities (Bertola and Teunissen 2018). As organizations rely more on digital technology, they become more vulnerable to cyber assaults and data breaches. Companies must invest in comprehensive cybersecurity procedures and processes to secure their data and systems, since hackers and cyber criminals continuously evolve their tactics and approaches.

EXPANDING ON THE POWER OF E-COMMERCE IN FASHION INDUSTRY

Several factors have contributed to the expansion of e-commerce in the UK fashion business. One of the primary causes is the growing popularity of mobile devices for online shopping (Guercini et al., 2018). With the growth of smartphones and tablets, customers can now buy at any time and from any location, making browsing and purchasing products online easier than ever. This has resulted in a spike in mobile shopping, with several businesses claiming considerable increases in mobile sales. Another element fueling e-commerce development in the fashion business is the advent of social media (Chuprina et al. 2020). Instagram and Pinterest are popular platforms for fashion firms to exhibit their items and connect with customers. Social media influencers and bloggers have also played a significant role in promoting brands and driving traffic to online stores. This has helped to create a more personalized shopping experience for consumers, leading to increased loyalty and sales.

E-commerce has developed as an effective tool for fashion firms in the digital era. It provides a convenient platform for people to purchase from the comfort of their own homes while also providing marketers with vital data on consumer behaviour and preferences (Brennen and Kreiss, 2016). The introduction of e-commerce transformed the fashion business. With only a few clicks, consumers may now access a diverse choice of global items. Online shopping has been popular among customers due to its convenience and huge choices, driving firms to boost their digital game. E-commerce is more than simply a way to sell things; it is also a growth driver. It provides brands with the opportunity to reach a global audience, improve product visibility, and gather valuable consumer data. This data can help brands understand their customers better and tailor their offerings to meet their needs. Embracing e-commerce is no longer optional for fashion brands; it's a strategic necessity. Brands that fail to adapt risk losing their relevance in a market where consumers increasingly prefer to shop online.

The development of e-commerce has had a tremendous influence on the UK fashion sector, changing corporate operations and consumer shopping habits (Pal and Jayarathne 2022; Santos, et al. 2020). One of the most significant effects of e-commerce is greater market competitiveness (Sassi et al. 2021). With the barrier to entry for online shopping lower than ever, new brands and merchants may enter the market and compete against existing companies. This has resulted in a more diversified and dynamic sector, with customers benefiting from more options and reduced pricing.

E-commerce has also had a significant influence on how fashion businesses market and sell their items. Traditional advertising tactics like print and television are giving way to digital marketing strategies, with firms investing extensively in online advertising and social media campaigns (Sassi et al. 2021). This has enabled businesses to reach a larger audience and target particular demographics, resulting in more brand awareness and revenues. E-commerce has also transformed the way people purchase for clothes. With internet shops offering a greater choice of items and sizes than traditional stores, consumers may now easily locate exactly what they are seeking for (Papachristou and Bilalis 2015; Demarco et al. 2020). The convenience of purchasing online has also resulted in a trend toward online shopping, with many consumers choosing to purchase from the comfort of their own homes rather than visit physical businesses.

While e-commerce has provided several benefits to the UK fashion sector, it has also caused obstacles. One of the most significant difficulties is the question of sustainability and ethical behaviors (Cantoni et al. 2020). The fast fashion business, which focuses on creating cheap goods at a rapid pace, has faced criticism for its environmental effect and labor methods. As customers become more aware of these challenges, there is increased demand for sustainable and ethical fashion labels.

Another concern confronting the sector is the prevalence of counterfeit goods. Counterfeit items have become increasingly prominent as online marketplaces and third-party vendors have grown in popularity (Carulli et al. 2017). This not only harms the reputation of real businesses, but it also puts consumer safety at risk. As a result, regulators and industry associations are taking action to combat counterfeit goods and safeguard consumers. Despite these problems, e-commerce provides several potentials for the future of the UK fashion sector. One of the most significant prospects is the possibility for expansion in overseas markets. With the development of e-commerce, firms are now able to contact clients throughout the globe with ease. This has opened up new markets and opportunities for growth, with many brands expanding their reach beyond the UK market.

Another opportunity presented by e-commerce is the potential for innovation. As technology continues to advance, there are new developments in online shopping, such as virtual fitting rooms and personalized recommendations. These innovations help to create a more engaging and personalized shopping experience for consumers, leading to increased sales and loyalty.

CONCLUSION

The digital revolution of the fashion industry has had a significant influence on the UK marketplace. Online shopping is quickly expanding, new technologies are being employed to improve design and production, and marketing and sales techniques are changing. These trends are predicted to continue in the following years, influencing the future of the fashion business in the UK. The digital revolution of the fashion business creates both possibilities and constraints. Brands that deliberately embrace digitalization, harness the potential of e-commerce, and use data-driven clienteling will succeed. However, it is critical to handle the problems of digital transformation carefully, balancing automation and labor, ensuring customer privacy, and limiting environmental repercussions. The journey may not be easy, but the rewards are worth it. The future of fashion is digital, and brands need to be ready to embrace it. The challenges of digital transformation are multifaceted and require a holistic approach to address. Businesses must find ways to balance manpower and automation, navigate privacy concerns, mitigate environmental impact, and stay ahead of technological advancements while also addressing infrastructure, resource, and cybersecurity challenges. By taking a strategic and proactive approach to digital transformation, businesses can position themselves for success in the digital age. This study therefore recommends the total implementation of digital technology in the operations and design of fashion styles in the fashion industry.

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