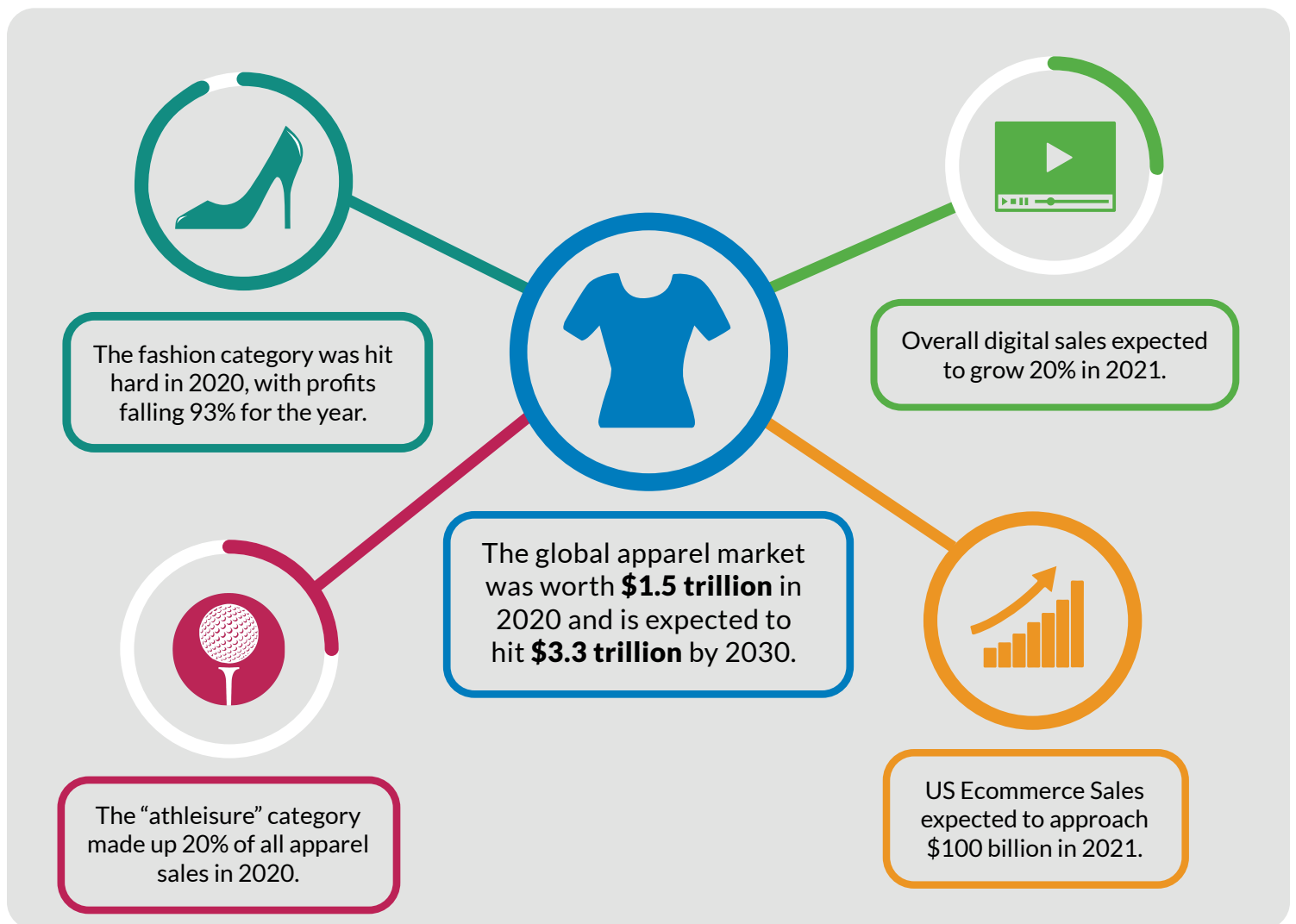




Every industry has undoubtedly been impacted by the COVID-19 pandemic – but the apparel and retail industry has felt some of the biggest shockwaves. There’s no denying that this industry saw significant losses in 2020, but the opportunity for apparel and retail brands to innovate and become a consumer favorite has never been higher. Let’s take a look at some of the metrics and stats that redefined the industry in 2020 and early 2021.

Apparel Trends + Stats for 2021



How COVID-19 has impacted some of the largest apparel retailers in the US:



- **Gap** plans to double its online business by the end of 2023 and is building a \$140 million warehouse to make it happen. At the same time, the retail giant is shutting roughly 30% of its North American stores.
- **Kohl's** and **Nordstrom Inc.** saw significant online growth last year. Kohl's were up 41% in 2020, with 40% of online orders picked up in-store. Ecommerce accounted for 55% of Nordstrom Inc.'s revenue in 2020, up from 33% in 2019.

Apparel Strategies & Tips for Brands

1 Think Omnichannel

Omnichannel customers spend 4x more than store-only shoppers and 6x more than digital-only shoppers. As the pandemic subsides and consumers feel increasingly comfortable entering stores, retailers with brick-and-mortar locations have an extra opportunity to stand out and convert customers.

2 BOPIS & Curbside

35% of online shoppers have used curbside pickup in the past six months, compared to 13% at this time last year. Consumers no longer have to spend time searching the store or waiting for shipping with the immediacy of BOPIS (buy online, pick up in store) and curbside pickup, making these attractive options for consumers looking to get their product quickly and hassle-free.

3 Personalization

Mass marketing is no longer the way to convince customers to make a purchase. Consumers are looking for a hyper-personalized experience. By leveraging AI, **brands can evolve their communication strategy and speak more specifically to different segments of their audience**, leading to increased conversions.

Apparel and retail are facing a new reality and continuing to transform as the coronavirus pandemic remains in many parts of the world. Many fashion and apparel executives felt pessimistic about the future of retail at the onset of the pandemic. Brands that have maintained a strong-willed determination to survive have thrived the most.

Our experts are here to help you... let's start the conversation:



Wendi Lassiter

Are you an **apparel or retail brand** with big goals for 2021? Our team would love to work with you to help achieve them, whether you're looking to increase your Amazon sales, improve your paid search presence, or optimize your website and landing pages. Reach out anytime by emailing **Wendi at wlassiter@roirevolution.com** to connect one-on-one with an industry expert who can help identify untapped growth potential for your business.