

SUCCESS FACTORS FOR LUXURY E-COMMERCE: BURBERRY'S DIGITAL INNOVATION PROCESS

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ABSTRACT

Companies in luxury fashion industry are lagged behind adopting e-commerce due to some difficulties of maintaining brand image in the cyber space. However, e-commerce could bring new opportunities of increasing markets for luxury goods. This study explores digital innovation process in the luxury fashion industry. It also investigates current consumers' behaviors in the online market. Based on in-depth analysis of Burberry, recognized as a digital innovation leader in luxury industry, this study presents some of critical success factors on luxury fashion e-commerce.

KEYWORDS: E-commerce, Digitalization, Luxury Brand and Burberry