

FASHION AND E-COMMERCE

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ABSTRACT

Fashion E-commerce is a fast growing industry now-a-days which promotes culture and tradition of worldwide trends. Fashion plays an important role in which a person expresses his/her personality. Fashion is everywhere, whether it is in attitude, lifestyle, profession or religion. Customers are highly active in shopping and prioritize online shopping over traditional shopping resulting in rise of electronic commerce. It has been serving customers on a large scale since 2015 through electronic media such as Mobile Phones, Television etc. These have contributed majorly to the evolution of Fashion. Evolution of fashion industry in India has its roots centuries back and moved through seasonal trends. Although these advancements took place decade back, some customers still prefer traditional approach over the online approach. To understand the diversified trends, facts of present and historical data have been considered.

KEYWORDS: *E-Commerce, Visual Merchandising, Industry & Trends*

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