



## E-BUSINESS IN THE GARMENT INDUSTRY

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**ABSTRACT:** All fashion houses try to find the best way to reach their customers, so they use different strategies. In recent years, clothing manufacturers have increasingly applied e-business to promote and sell their products. Online media helps fashion houses market take their products worldwide with a minimum investment of money and maximum visibility. Considering that many fashion houses implement e-business, it is necessary to make the product unique and recognizable.

**Keywords:** E-business garment industry, product, unique.

## E-POSLOVANJE U ODEVNOJ INDUSTRIJI

**APSTRAKT:** Sve modne kuće pokušavaju da nađu najbolji način da stignu do svojih kupaca, i zato koriste različite strategije. Poslednjih godina proizvođači odeće sve više primenjuju e-poslovanje za promociju i prodaju svojih proizvoda. Online mediji pomažu modnim kućama da svoje proizvode plasiraju širom sveta uz minimalno ulaganje novca i maksimalnu vidljivost. Obzirom da mnoge modne kuće primenjuju e-poslovanje, potrebno je proizvod učiniti jedinstvenim i prepoznatljivim.

**Ključne reči:** E-poslovanje, odevna industrija, proizvod, jedinstven.

### 1. INTRODUCTION

E-commerce, or electronic commerce, is the buying and selling of goods and services over the internet. In the fashion industry, this means selling clothing, accessories, shoes, and other fashion items online. But it's not just about the selling—it's also about how these products are marketed, delivered, and serviced. [6]

Thanks to the Internet, fashion houses can reach customers all over the world and achieve global business. The Internet enables long-distance communication, which speeds up the whole process and makes it easier and cheaper.

By opening a website, a fashion brand creates its identity. A well-designed website attracts a large number of customers, introduces customers to its products, and provides necessary information about product features. Fashion houses can also connect their websites to social networks and thus reach more customers. In this way, fashion houses advertise their products all over the world, with a minimal investment of money.

Fashion giants, who have already made a mark for themselves in the industry, also realize the importance of e-business and e-marketing. They have their official websites which help them in promoting their products to a global audience. Nike, a leading fashion manufacturer of fashion products, saw a growth of 30 percent in its e-commerce sales in the year 2012. Debenhams, an online fashion retailer, saw its online sales increase by 40 percent in a four month period of 2013. John Lewis saw a rise of 20.7 percent in the year 2012. It is easy to market products through the medium of internet, as the marketing strategies involved are innumerable and the results are overwhelming from a long term point of view [6].

## 2. TOP FASHION ECOMMERCE TRENDS FOR 2024

- 1) Embracing AI
- 2) Sustainability at the forefront
- 3) Personalizing the customer journey
- 4) The continuation of the metaverse
- 5) Social commerce and shoppable content
- 6) The rise of resale and secondhand shopping
- 7) Buy now, pay later
- 8) The transition back to brick-and-mortar
- 9) Expanding into repair services
- 10) The shift to wholesale [7].

**1)** Despite the fact that artificial intelligence provides many benefits, the use of AI (artificial intelligence) in the fashion industry is not easy to accept.

According to McKinsey, generative AI may end up adding between \$150 and \$275 billion dollars to the fashion industry in the next five years. This same report also notes that, from a creative perspective, AI can help with the design stage, development, 3D imaging, and creating realistic looking models for campaigns [7].

**2)** It is known that the clothing industry represents a major polluter of the environment, due to the way of production and rapid changes in fashion trends.

In light of these criticisms making mainstream news, plus consumers' increasing commitment to eradicate climate change, some 70% of shoppers say they are willing to



pay more for sustainably produced goods. Statista's research shows 42% of global customers purchase eco-friendly and sustainable products. The fashion resale market is booming for this reason-growing 11 times faster than traditional retail and tipped to reach a \$77 billion valuation in the next five years [7].

3) Customers who buy clothing items online expect clothing manufacturers to take care of their requirements. More than 70% of customers expect brands to tailor their shopping experiences and anticipate customer needs.

Customers also expect retailers to give certain discounts or gifts for birthdays and holidays. Although too much personal data leads to fear of misuse and unauthorized use of available data.

4) The idea of *metaverse* is that people can conduct daily activities—like connecting with friends, playing a game, and purchasing products—by using augmented reality (AR) and virtual reality (VR) technology.

Retailer Forever 21 partnered with Roblox to create virtual fashion ecommerce stores in their metaverse, appropriately named the Forever 21 Shop City. Players run the virtual store as if it were their own, and they purchase merchandise for their avatar through the game.

Fashion brands are using Roblox to create immersive experiences for users and reach Gen Z audiences [7].

5) In fact, social commerce sales are expected to nearly triple by 2025, with 70% of Instagram users looking to the social media platform for their next purchase.

And when it comes to which types of content are working for fashion brands, it's all about transparency. Some 66% of consumers watch videos to learn about a product or brand before they buy. Platforms like TikTok and Instagram are praised for driving sales for large fashion brands since shoppers can visualize the product on a real person. Bonus points if it's a social media influencer they already trust [7].

6) Secondhand apparel is becoming a global phenomenon. The resale market grew 24% in 2022 alone, and is expected to reach a \$218 billion market valuation by 2026.

Leading the trend are North American consumers, who have supercharged the region's secondhand apparel market-propelling its growth eight times faster than the overall apparel market. Technology and online marketplaces are driving this trend, with 70% of consumers saying it's easier now to shop secondhand than it was five years ago.

Maybe the most compelling stat? Secondhand displaced 1.4 billion new clothing purchases in 2022.

Fashion brands are taking notice. Dôen, a California-based premium fashion brand, is launching a resale program called Hand Me Dôen. The program will allow customers to send in preowned Dôen products in exchange for store credit [7].

7) According to a report by Coherent Marketing, the BNPL market and platforms currently sits at nearly \$11 billion in valuation, and it's expected to reach more than \$59 billion by 2030.

With a lot of new technology and ecommerce offerings, many assume millennials and Gen Z are the dominant demographics of BNPL's success and forward momentum. *Harvard Business Review* proves that's not entirely true with data showing Gen X are a driving demographic and Gen Z only a little ahead of boomers.

BNPL often allows customers to pay a set price without any interest. With credit card use on the decline, BNPL is an attractive purchase for those making big purchases without the extra cash to pay for it right away [7].

8) The shopping experience is more complex than ever-especially in the fashion space. Some 56% of online returns happen because the product ordered online doesn't match the description. It's this never-ending challenge that's driving many fashion brands back into traditional retail.

Modern consumers want both online and offline sales channels-and synergy between the two:

Half of Gen Z shoppers, who famously spend more time online than any other age group, favor in-store shopping.

59% of consumers say they're likely to browse online and buy in store, and 54% are likely to look at a product in store and buy online.

9) Fixing items rather than throwing them away is becoming a trend for fashion brands. Bottega Veneta now offers all customers a lifetime warranty on their handbags. Louis Vuitton will also repair any bag for a price, depending on the item and type of repair.

The expansion into repair services comes at the helm of sustainability. The fashion industry is becoming more aware of its environmental impact, and repairs are a cost-effective way to keep clothes in good condition longer.

Brands like Patagonia and Arc'teryx have opened repair centers, as have fast fashion retailers like Zara and Uniqlo. Repair-focused startups have raised millions as interest in sustainable fashion and resale boosts demand [7].

10) Inflation, supply chain issues, and lack of consumer spending is pushing DTC brands toward wholesale. A Glossy and Modern Retail survey showed that DTC brands are investing in other types of sales partnerships to diversify income.

Digitally native brand in search of retail partnerships isn't a new concept. Harry's entered Target in 2016, and DTC brands like Quip and Native followed suit into big-box retailers shortly after [7].

But 2024 marks a turning point for DTC brands going into wholesale. Sales are up at mass retailers like Target and Walmart. Ongoing supply chain disruptions are making direct channel fulfillment increasingly harder, harming profits [3].

Trends for improving the success of E-business indicate that it is necessary to take care of the customer's needs and provide him with better purchasing conditions than the competition.

It has been shown that customers want sustainable production, which does not pollute the environment, and production which is not excessive. In order to achieve such customer requirements, production must be equipped with modern machines.



Figure 1: From idea to sample [4]

From the idea to the creation of a suitable model, in classic production, it takes a lot of time, and it is necessary to make all the samples in order to arrive at the final solution. In this way, unnecessary samples are produced which increase the amount of waste.

By using E-design it is possible to see in advance how the sample will look like as a final model, and it is possible to make the sample to be appropriate at the design stage. Then a sample is produced which is adopted as a virtual model without unnecessary repetition. In this way, the number of samples is reduced by 80%. This saves time, saves resources, improves efficiency and reduces environmental pollution.

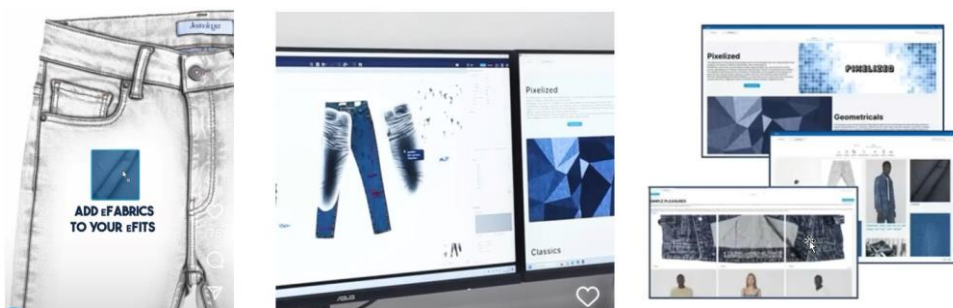
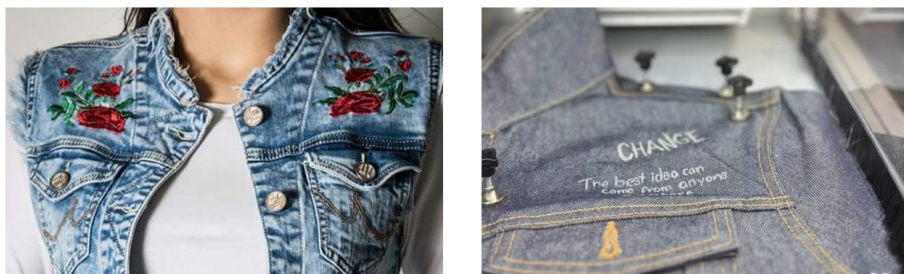


Figure 2: Creating a sample using the E designer [4]

Using Compact laser technology has been designed for maximum production flexibility, precision, and power, with a compact design and high cost-efficiency. It meets the needs of large production, with versatile garments and detailed and accurate designs.



**Figure 3:** Application made on embroidery machine and laser [4]

The use of laser technology allows the garment to be personalized according to the customer's wishes in a very short time. Unlike traditional production where machine embroidery is used, the whole process takes a very long time, and it is only possible to produce in series. Using a laser, individual production is possible.

By using a laser, different effects can be achieved on denim in just a few seconds (the effect from the picture is achieved in 5 seconds), according to the idea that was processed in E design. In this way, in addition to a very short production time, the working environment is preserved, and the workers are completely protected. In the manual finishing of denim, these effects are achieved through several stages, which requires more time and the workers are exposed to chemicals and dust.



**Figure 4:** Different effects induced by the use of lasers on denim [4]



**Figure 5:** Different effects achieved on denim by hand



**Figure 6:** Different effects induced by the use of lasers on denim [5]

Using a laser: With less water, less energy, less emission, one standard for production, and easy operation, multi models to satisfy different request.

S-Denim Crafts Master: Achieves the same clear and natural appearance as traditional manual processes, delivering well-defined and naturally finished denim jeans.

By using Ozone bleaching technology, no water is used, therefore there is no waste water and no pollution of rivers.

The rapid development of digital devices has enabled their use in various areas of electronic business. In parallel with the ubiquitous use of digital devices, various abuses and frauds have been made possible. In the meantime, Internet technologies, protection systems and Internet payments have developed significantly. The aforementioned aspects of electronic business required urgent legal regulation. The environment for the introduction of electronic business includes political, legal, technical-organizational, semantic, and infrastructure context [1].

From the buyer's point of view, e-business enables shopping, but also communication with sellers and service providers in a fast and efficient way. In such cases, customers can actively participate in product creation, distribution methods, and even price formation, and at the same time services with relevant information are at their disposal. Given the reduced costs of production, distribution and marketing, product prices are automatically lowered, so it can be seen that e-business thus leads to stronger competition, improved service quality and lower prices [2].

### 3. CONCLUSION

The application of E-business in the clothing industry is very widespread, and a further increase in application is expected. The pros of E-business in the fashion industry are more numerous than the cons. E-business allows products to be available to all customers regardless of where they are. They are available at any time, and can be ordered from the comfort of your chair.

Disadvantages of e-business are the customer's fear of abuse of privacy and possible account abuse during payment. All brands are making an effort to eliminate these shortcomings.

E-business fashion houses can attract customers with a carefully designed website, which should be connected to social networks. The most effective is Instagram, followed by



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Facebook, Pinterest, TikTok. It is necessary to determine the generation for which the product is intended and in this way to design marketing.

Production should be equipped with modern equipment that gives original and fast results. The equipment in the production of denim should definitely have a laser for different types of finishing. The possibilities offered by the laser are almost unlimited. By using such equipment in production, it is possible to achieve economical, sustainable production, and it is also possible to provide customers with personalized clothing items. There is also a high degree of environmental protection in these conditions.

A website that would offer all these benefits to the customer would surely be very noticeable and unique.

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