

From Virtual Fashion to Big Data, A Look at the Digital Opportunities and Issues that Luxury Brands Need to Consider

The COVID-19 pandemic accelerated the digitalization of the fashion industry – including for luxury brands, which have historically been slow to embrace electronic and digital commerce. Indeed, in 2020, e-commerce in the United States achieved an astounding [ten years' worth of growth in a three-month period](#). While brick-and-mortar still holds a significant market share for luxury brands, the future undeniably includes a significant digital component. To that end, there are a number of digital trends – and key legal issues that they raise – that luxury brands need to consider in 2021 (and beyond).

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