

# Fashion and Beauty eCommerce: 5 Trends to Capitalize on in 2022



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### Description

At the end of the day with a glass of wine in your hand, if you get a dress that fits and at the same time makes you feel confident sitting at the comfort of your home, then you've found the shopping app that has your heart and a permanent spot at the top of your mobile phone.

Isn't this what you want on a busy day with a lot going on? A savior that delivers your favorite outfit to your doorstep. But what if it comes with advanced features such as an option for you to try before you buy, you being able to see your favorite celebrity wear that dresses for you, you trying on a new shade of lipstick virtually, or simply talking to a beauty expert live before you make your purchase decision? Well, you would say, "keep talking, 'cause I am all ears".

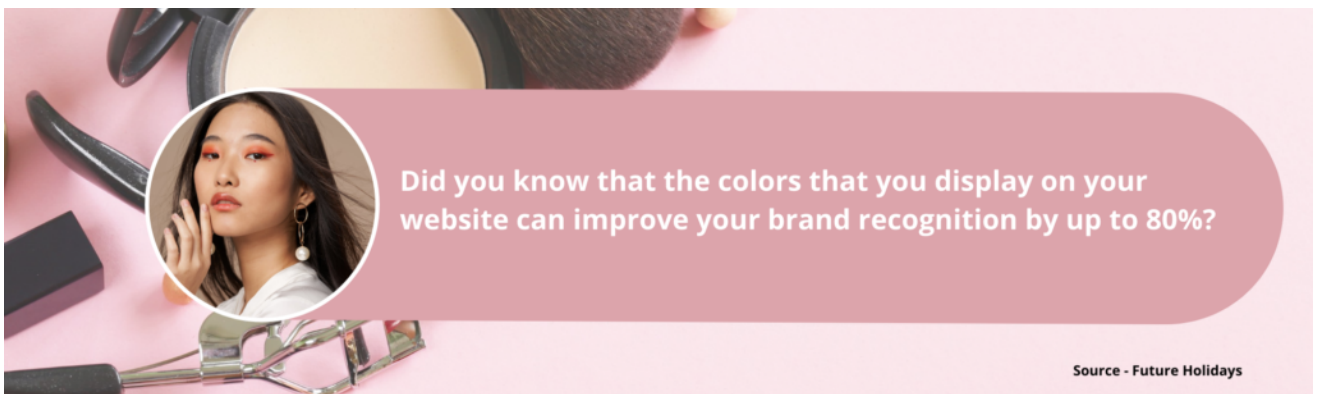
Today, we're going to look forward and examine some upcoming trends that are set to disrupt the fashion & beauty eCommerce space over the next few years. We will be talking about some of the new technologies and [business models](#) that are going to drastically change the way you buy a dress today online.



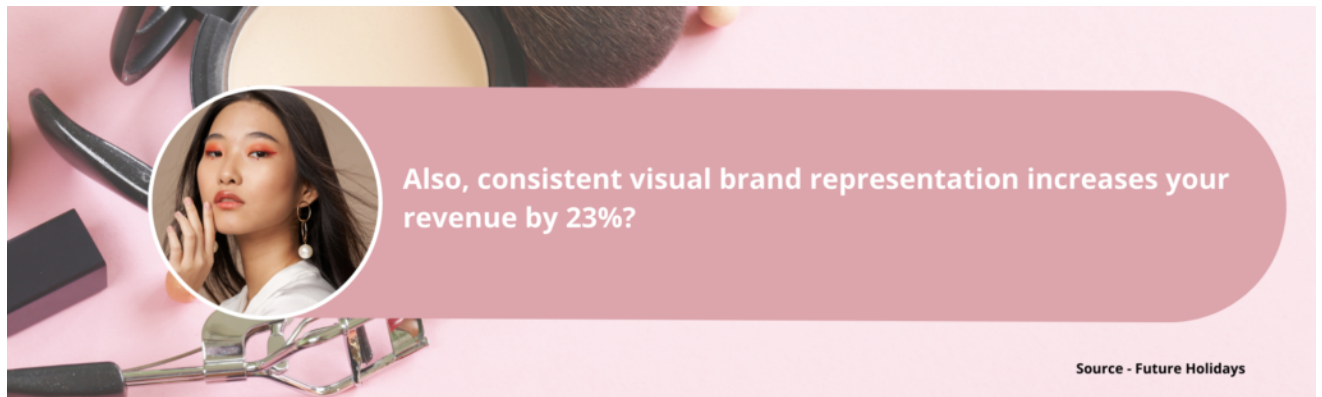
## Five trends to capitalize on in 2022

### 1. The Design of your Website/App

If you are selling beauty and personal care products or dealing in apparel, then the [branding and design of your website](#) plays a major role. It's all about creating an association with your customers and a positive image in your customer's minds. Your website is the first place to start building these emotions.



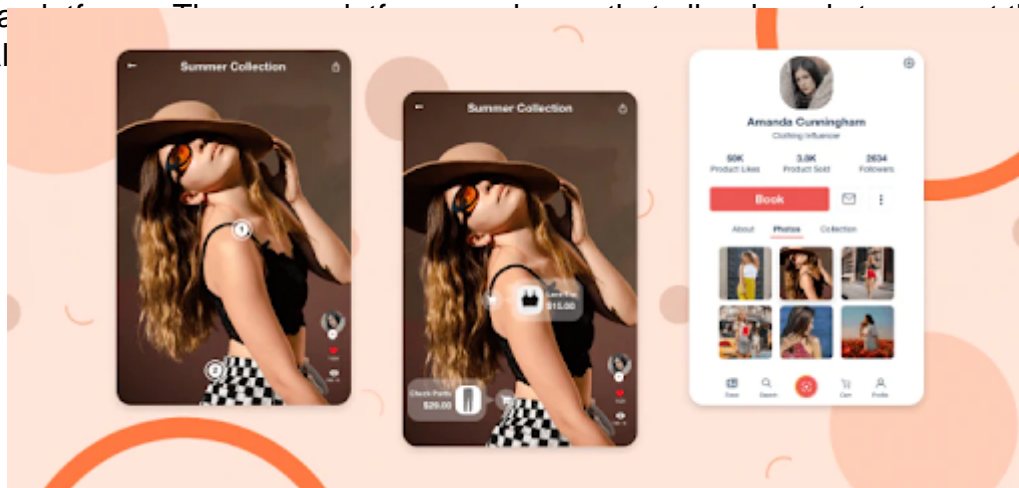
Source - Future Holidays



## 2. Social media ties knot with eCommerce

We all have been aware and also might have witnessed fashion and beauty brands leveraging social media influencers and experts to sell their products, spread brand awareness, or launch new ones. A lot of you might also have their KPIs that include budgets and targets for influencer marketing.

But now we are entering into a different ball game altogether i.e. selling your products through social media. This is where brands are integrating their social media into social commerce.



Source – taggbox

Not only that, but social shopping has also enabled brands to build a personal touch with their customers by being present to answer their queries, updated customer testimonials, easy payment options, and aesthetically pleasing product shots and relevant information.

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**Top Five Social Social Shopping Apps are as follows**

1. **Instagram introduces Shoppable Storefronts** which lets you convert your business accounts into storefronts wherein brands have the advantage of tagging the products while customers can purchase the product hassle-free with few clicks without leaving the app.
2. **Pinterest Buyable Pins** is almost similar to Instagram Shoppable Storefronts. Here you will have to

put more focus on the quality of your pictures as Pinterest users are usually quality content seekers.



3. **Facebook** introduced its buy button way back in 2014, but it was until 2018 that it came with the Marketplace option. Businesses can create personalized storefronts to provide their customers with one of the best shopping experiences.

4. **Snapchat** is relatively new in this game but has come up with some exciting AI features that makes the shopping experience more realistic and fun. From an eyewear brand to a cosmetic, it has some super cool filters to make shopping interesting.

5. Similarly, **Sephora** is using AR to showcase cosmetic product options mainly lipsticks and eye makeup items. Check [here](#).

### 3. Fitting Rooms, Try-ons & AR/VR Experiences

As the digital world continues to grow and change, more and more fashion retailers are adopting AR or VR technologies to retain and attract customers.





Something that has recently excited us is the virtual dressing rooms. They basically allow the customers to virtually try the brand's clothes without actually visiting the store. Isn't it exciting?

A few of the brands that are currently taking advantage of the [AR technology](#) are ASOS which launched its app by the name Virtual Catwalk. Likewise, Zara, Burberry, Balmain, Puma, and many more are on the top of their game to provide this all-new experience to their customers in their own ways.

As brands look to reinvent their methods of acquisition and conversion, AR and VR will continue to develop into must-have abilities for all major fashion eCommerce powerhouses.

## 4. Buy Now and Pay Later

Not everyone is able to afford luxury brands but most of us wish to. To tackle this FOMO among youth, many luxury brands have come with BNPL schemes for their online listings. This new purchasing landscape seems to be offering a potential solution to how fashion retailers are going to make their products affordable to new-age savvy buyers. Services like Klarna, Afterpay, and Openpay are gaining a lot of attention, which allow customers to purchase products upfront and pay in installments later.

Retailers should get ready for a future where high-value purchases do not have to be only targeted toward a variety of affluent audiences because fintech companies and selling platforms like [Shopify](#) are making the means to implement this payment options easily accessible.

## 5. Genderless Fashion

With a lot of popular brands launching clothing lines under the name "Genderless Fashion" including H&M & Zara, those days are not far where this new collection is a part of every brand's portfolio. Initially, this was launched to give a major feat to the LGBTQ community in the USA and was widely praised by society. Since then more progress has been made and there has been a drastic spike in the searches for Terms like "gender-neutral" and "genderless".

Now is as good a time as any for eCommerce retailers to truly tap into the wants, needs, and values of their audience. There's no better time to support an inclusive movement that's just finding its voice if you've been wanting to expand your horizons beyond traditional gender norms.

## Final Thoughts

Fashion and Beauty eCommerce will flourish where technology meets design. Your customers will always be by your side if you will keep yourself updated with the latest trends.

We also all know that eCommerce is highly dependable on technology and the latest trends. So the combination of fashion and eCommerce hits just right! If you are looking for someone to streamline and automate your eCommerce process, then connect with us for more detailed insights at [info@paxcom.net](mailto:info@paxcom.net)



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