

Fashion & Luxury in the Digital Age: Strategies for Growth and Transformation

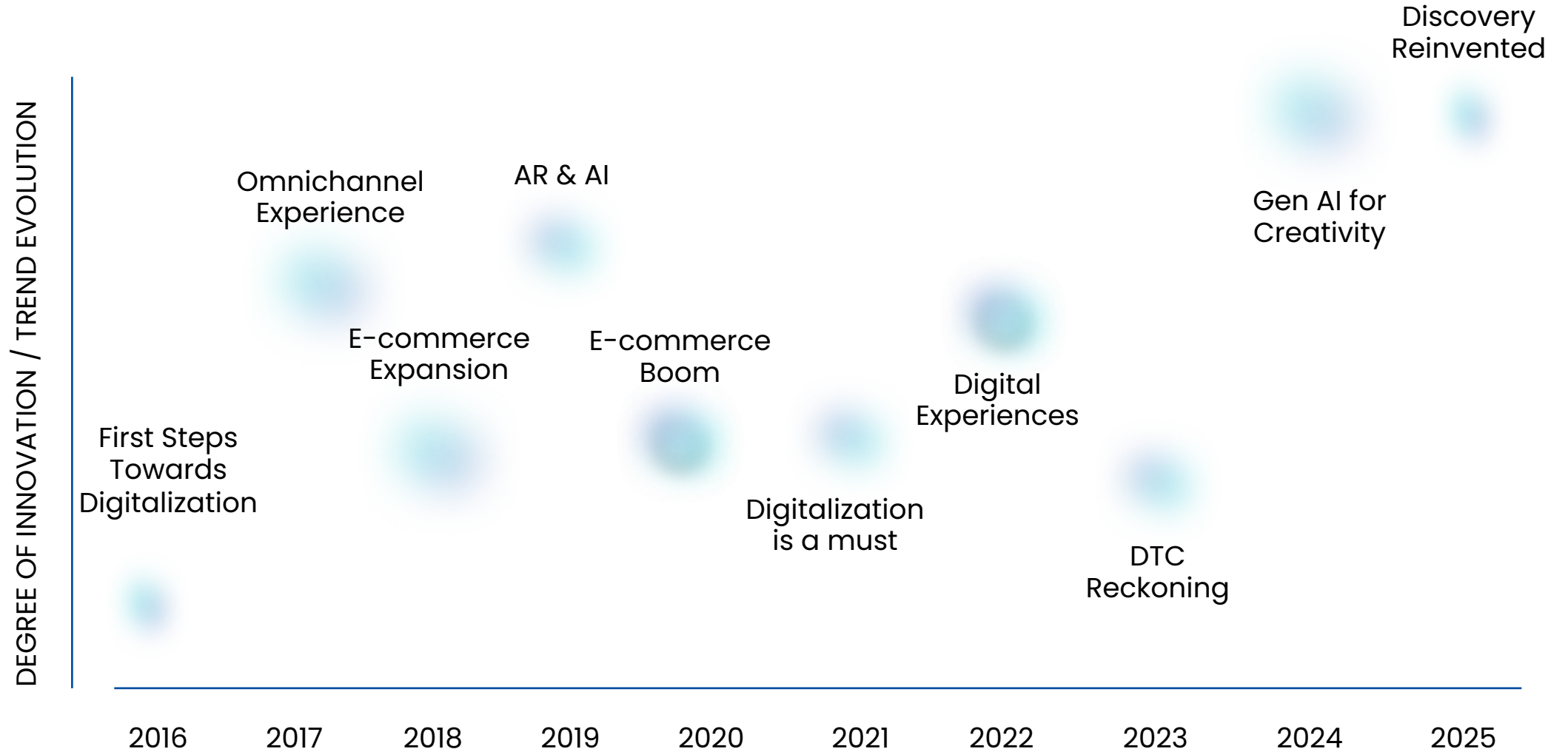
FEBRUARY 20th, 2025

RETEX

ANDREA CARTA
Business Growth Leader for Fashion, Luxury & Design

When we think about **digital transformation**,
we need to strategize for
sustainable growth in the **long term**.

We looked back at **10 years** of trends.



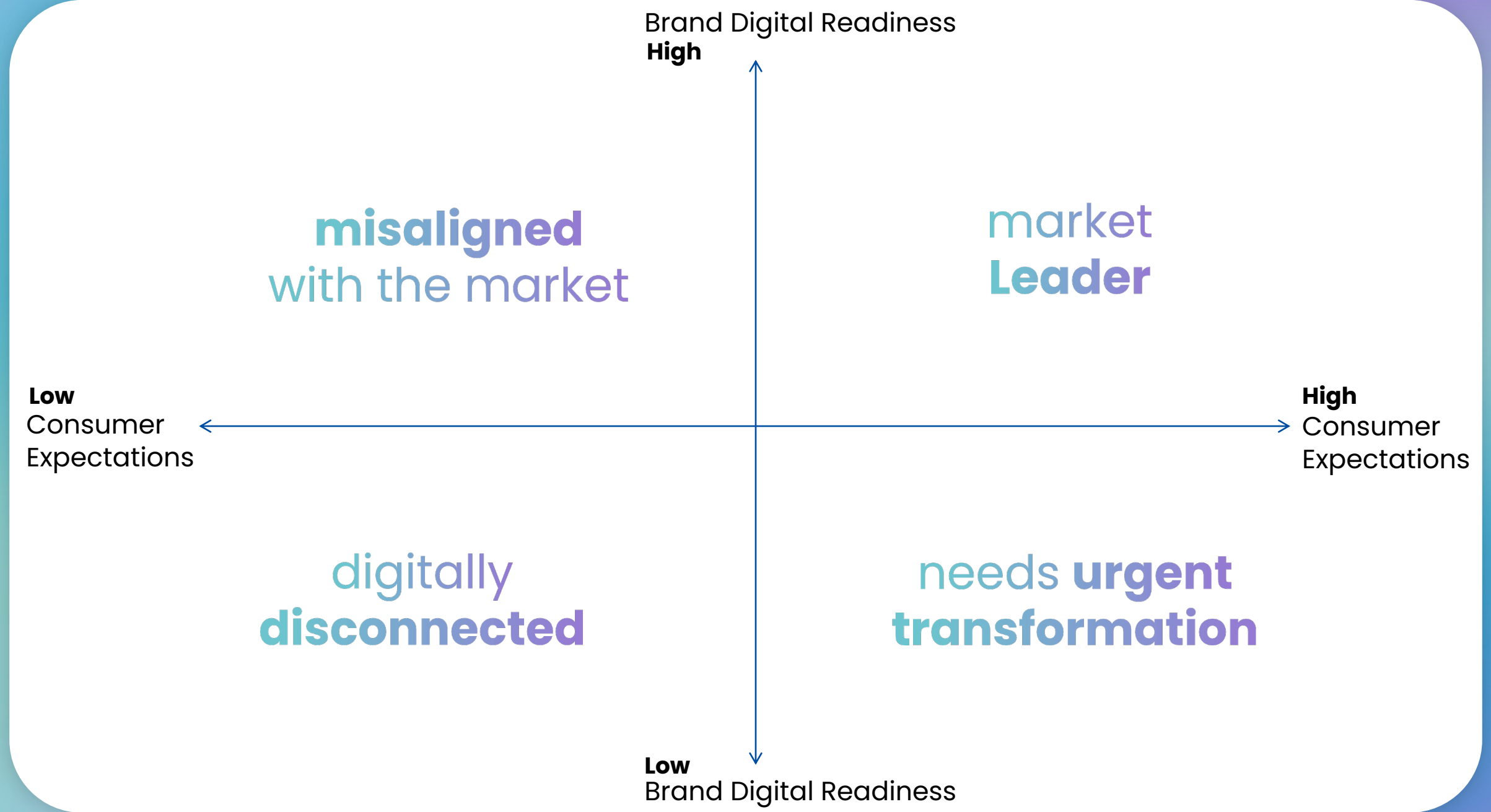
Why can't we **bridge the gap** between
trends and **brands**?

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trends and **brands**?

Consumer Expectations * Brand **Digital Readiness**

Budget Available for Investment

Digital Readiness x Consumer Expectations Map



WE ARE RETEX

RETEX promotes and accelerates connections between **brands** and **stakeholders**, guiding companies in the transition towards a **new meaning of Retail.**

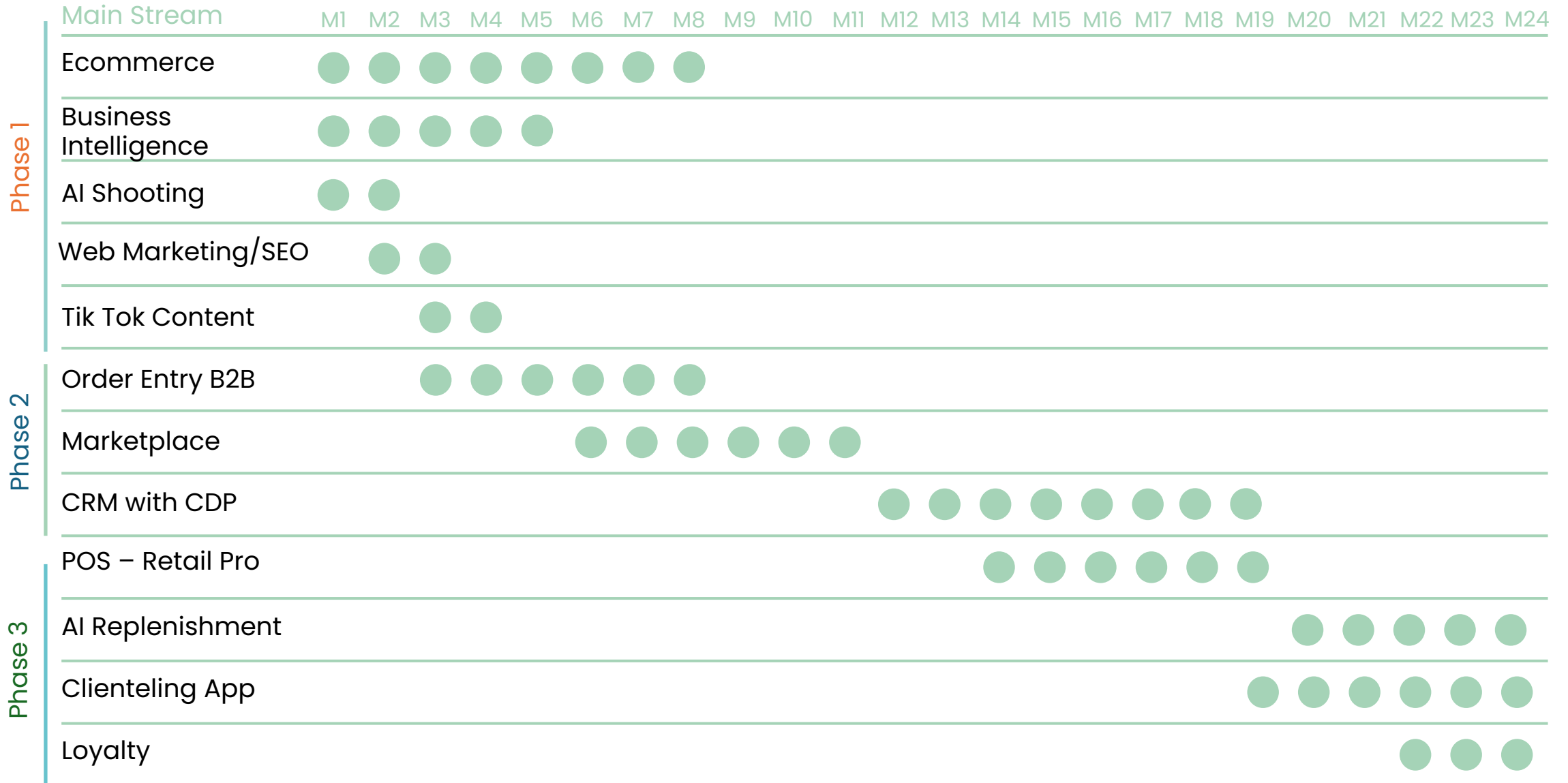
We achieve this through a design approach that blends **innovation, technology, data,** and **creativity.**

Our services for Digital Transformation

We support our brands end-to-end, from the definition of the best **go-to-market** strategy to the **communication** on main digital **marketing** channels, from **tech development** to **marketplaces** management, **worldwide** and in **China**.



Digital Transformation Journey



Thank you.

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