### #1 Connected solutions: Traceability & Transparency

Digital innovation is redefining retail at all junctures, changing the customer experience, and enabling the capture of required sustainability data.

- **Digital innovation** has been transforming retail value chains in recent years, particularly in response to the challenge of sustainability within the fashion industry. From raw materials and manufacture tracing, to information on responsible sourcing and sustainable manufacturing practices. The brands and retailers that thrive will adopt and adapt to the competitive fashion landscape.

- **Retailers** who can respond to an array of consumer demands for rapid growth with the proliferation of home smart speakers.

- **Voice shopping** is set to get you a different size—all powered by RFID. Voice shopping is set to get you a different size—all powered by RFID. Voice shopping is set to get you a different size—all powered by RFID. Voice shopping is set to get you a different size—all powered by RFID. Voice shopping is set to get you a different size—all powered by RFID. Voice shopping is set to get you a different size—all powered by RFID.

- **Digital innovations** improve their experience. Consumers to products will drive circularity, which in turn drives market and counterfeit goods. It can monetize circularity, such as giving products a digital identity.

### #2 Connected solutions: Towards Circularity

Digital innovators are finding new ways to connect products to customers, deepening relationships through personalization and enabling the capture of required sustainability data.

- **Digital innovation** underpins changing business models, as product transparency becomes a focus for the value creation and competitive advantage for brands. Traceability and transparency are expected to protect brands and consumers from the grey markets of illegal, counterfeit, and violent supply chains, such as illegal trade in ivory and rhino horn.

- **Radical visibility** underpins changing business models, as product transparency becomes a focus for the value creation and competitive advantage for brands. Traceability and transparency are expected to protect brands and consumers from the grey markets of illegal, counterfeit, and violent supply chains, such as illegal trade in ivory and rhino horn.

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### #3 Connected solutions: Consumer Digital Engagement

- **Digital innovation** is a window into the complete supply chain. Traceability is an important part to play in the future of fashion consumption. In order to develop a strategy to digitize the consumer experience, brands and retailers need to balance consumer demands for transparency within the fashion industry.

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### #4 Connected solutions: The Future of Retail

- **Digital innovation** is accelerating retail’s role as a driver of sustainability through transformatory innovations beyond conventional growth. From curated offerings, driven by AI, to bespoke customization. From curated offerings, driven by AI, to bespoke customization. From curated offerings, driven by AI, to bespoke customization. From curated offerings, driven by AI, to bespoke customization. From curated offerings, driven by AI, to bespoke customization.

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9. Google and Current Global to track the environmental impact of cotton and viscose. The goal is to use machine learning to build a tool that gives brands a clearer insight into their supply chain.
10. Stella McCartney and Google and Current Global to track the environmental impact of cotton and viscose. The goal is to use machine learning to build a tool that gives brands a clearer insight into their supply chain.
11. Nearly half of Americans bought an item through a brand’s mobile site or app. The increase in conversion rates when consumers viewed 3D products in augmented reality.9
12. 66% of survey respondents expect mobile apps to play a greater role in shaping their shopping experiences and innovations in the future.