

FASHION

RETAILING

OFF-SITE FASHION

RETAILERS

E - TAILING

The no of people around the world who owns computer is over increasing and computer usage is at an all time high. It is therefore not surprising that they use as a purchasing tool generates sales at record levels.

This given the off- sites retailers reasons to use the internet as a mean of attracting men who likely to visit their stores.

Fashion apparel and accessories merchants also are beginning to emerge as one of the more important segments for electronic retailing or E- tailing , as it is more commonly called.

CREATING A WEBSITE

When users connect to web sites on the internet, they are greeted by a wealth of different screens. Those sites that deal specifically with merchandise for sale range from travel to product from home. Much as advertisements in print and broadcast media employ different styles and formats the same is true for E-tailor website.

The differences in the designs are based upon factors such as the costs associated with the site creation, the number of different screens needed to show the product line, and whether or not it will include an interactive component.


amazon.ae

All -

Hello Select your address Shop by Category - Your Amazon.ae Today's Deals Sell Help

Your **SOUQ** is now **amazon.ae**


Kitchen products



Cookware, utensils and more

See more


Everyday essentials



Convenience with low prices

See all grocery products

Fashion for you



Dresses, tops and more

See men's & women's fashion

Shopping

Flipkart

ROOVS.COM

snapped

paytm

amazon

voonik

SHOPLCLUES!

firstcity

ebay.in

bigbasket

Myntra

UrbanClap

JABONG

Clovia

ibeam

DESIGN DEVELOPMENT

The nature of the design depends upon the size of the company, its merchandise assortment, and the amount of money available for the site development. Companies with limited resources can use standard web-site templates in which they merely insert their own products and prices.

Web site design companies offer these models and help companies prepare them and launch them on the internet. Costs associated with this type of sites include monthly fees to the internet services provider as well as the initial startup expenses.

WEBSITE SPECIFICATIONS

When users log on to a search engine and enter in such keywords as E- tailors, on line retailers or retail web sites, they are quickly offered a vast list of sites to choose from the reveal a host of different approaches.

Some sites are more complex and offer a number of pages that tell about the company, its products and services, locations of venue, and some items that may be brought on line.

PRODUCTS & SPECIFICATIONS

The screenshot shows an Amazon Fashion search results page for 'Lark & Ro'. The page features a navigation bar with the Amazon logo, search bar, and various account options. Below the navigation, there are category tabs for 'WOMEN', 'MEN', 'GIRLS', 'BOYS', 'BABY', 'LUGGAGE', 'SALES & DEALS', and 'YOUR FASHION & S'. The search results are displayed in a grid format, showing various clothing items with their respective prices, ratings, and shipping information. A left sidebar provides filtering options for shipping, brand, price, and discount.

Amazon Fashion | WOMEN | MEN | GIRLS | BOYS | BABY | LUGGAGE | SALES & DEALS | YOUR FASHION & S | **FREE RETURNS**

148 of 183 results for Clothing, Shoes & Jewelry: "Lark & Ro" | Set by: Relevance









Show results for: Any Department | Clothing, Shoes & Jewelry | Women | Men

Refine by:

- International Shipping**
 - Ship to Japan
- Amazon Prime**
 - Prime
- Brand**
 - Lark & Ro
 - Doubtja
 - Le More
 - v28
 - qanshops
- Eligible for Free Shipping**
 - Free Shipping by Amazon
- Add-on Items** (Show details)
 - Exclude
 - Add-on Item
- Avg. Customer Review**
 - ★★★★★ & Up
 - ★★★★☆ & Up
 - ★★★☆☆ & Up
 - ★★☆☆☆ & Up
- Price**
 - Under \$25
 - \$25 to \$50
 - \$50 to \$100
 - \$100 to \$200
 - \$ to \$ (Go)
- Discount**
 - 10% Off or More
 - 25% Off or More
 - 50% Off or More
 - 75% Off or More
- Seller**
 - Amazon.com
 - Le More
 - Doubtja Company
 - v28
 - qanshops
 - shoes upgrade

Lark & Ro Store
Shop the full selection of easy, affordable wardrobe solutions including dresses, blouses, and more.

Related Searches: [lark ro cashmere](#).

 <p>More Colors Available</p> <p>Lark & Ro Women's Cap-Sleeve Fit-and-Flare Dress by Lark & Ro</p> <p>\$52.15 - \$74.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items ★★★★★ = 24</p>	 <p>More Colors Available</p> <p>Lark & Ro Women's Knit Maxi Dress by Lark & Ro</p> <p>\$24.57 - \$69.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items ★★★★★ = 20</p>	 <p>More Colors Available</p> <p>Lark & Ro Women's Classic Cap Sleeve Wrap Dress by Lark & Ro</p> <p>\$27.57 - \$69.50 Prime Some sizes/colors are Prime eligible Show only Lark & Ro items ★★★★★ = 12</p>	 <p>More Colors Available</p> <p>Lark & Ro Women's Short-Sleeve Gathered Neck Top by Lark & Ro</p> <p>\$39.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items</p>
 <p>More Colors Available</p> <p>Lark & Ro Women's Sleeveless Garden Print Dress by Lark & Ro</p> <p>\$59.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items</p>	 <p>More Colors Available</p> <p>Lark & Ro Women's Knit Fit-and-Flare Dress by Lark & Ro</p> <p>\$44.50 - \$64.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items ★★★★★ = 14</p>	 <p>More Colors Available</p> <p>Lark & Ro Women's Garden Print Top by Lark & Ro</p> <p>\$24.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items</p>	 <p>More Colors Available</p> <p>Lark & Ro Women's Tropical Print Top by Lark & Ro</p> <p>\$34.50 Prime Some sizes/colors are Prime eligible FREE Shipping on eligible orders Show only Lark & Ro items</p>

These are generally the web sites of the major departments stores that engage in multi channel retailing to reach as many prospective customers as possible, chain organization that also merchandise their goods via multichannel marketing, and web site only companies that use the internet as their only means of selling to the consumers.

CLASSIFICATION OF **E-TAILERS**

When it comes to apparel and accessories and fashion for the home, the largest type of E-tailors web sites are divisions of brick and mortar operations, this category is followed by catalog companies with website outlets, and then website only merchants.

BRICK AND MORTAR

ORGANISATION

Recognizing that their trading areas are significantly larger than geographical locals served by their stores, they have expanded through E-training. This methodology allows fashion merchants to reach consumers who were once served only when they opened a new stores or through their catalog divisions. Although catalog do reach consumers in trading areas not served by stores, they are not considered as efficient as website.

Those brick and mortar operations that reach their customers though their stores, catlogs and E-tail web sites are known collectively as
MULTINATIONAL RETAILERS

Another road merchants can take to maximize their ability to reach shoppers is through dual channels brick and mortar and E-tailing, these are known as bricks and clicks retailers. The bricks refers to the on site stores they operate and the click to the use of the computer mouse to log on, go to a web sites and make merchandiser selections.

CATALOG WITH E-TAILING DIVISIONS

Many of these some merchants have opted to expand their business via internet web sites and choose to stay in touch with consumers exclusively via off-sites ventures. A great number of those off- site operations are represented in a virtual catalog.

CABLE SHOPPING **ORGANISATION WITH** **INTERNET ACCESS**

Yet another retailing classification that has taken to the internet are the cable shopping programs. While their primary selling avenue is via television shows, the major players in this field have expanded their businesses to include E-tailing. They eventually came to recognize that their has a large consumers market that was more apt to buy on the internet than through televisions.

WEBSITE ONLY MERCHANTS

while the vast majority of web site only company sales are if books, CDs, computers, software and office supplies, more fashion merchandise is starting to be sold by these companies.

For example, apparel and accessories are becoming more and more important in the merchandise assortments that Amazon.com offers. The second most important internet retailers in terms of sales volume.

E- TAILING

INTERACTIVITY

The nature of the traditional retailing, specifically in the brick and mortar operations, offers shoppers such advantages as the chance to buy on clothes and enjoy the attentions of knowledgeable sales staff. This is particularly important to many who are seeking fashion merchandise.

Consumers may immediately see if the items fits and satisfies their needs. Personal shoppers are also generally available to assist in.

CATALOGS

Consumers from every part of the country purchased everything from apparel and however to animal food and tractors from this vast merchandise catalog. Although sears stopped publishing the 'big book' because of the decline of profitably the demise of the sear's type big book catalog have not dampened the potential for mail and telephones ordering. In fact today, catalog sales have reached heights that were once unimaginable by retailers.

CREATING A CATALOG

While the merchandise is the chief offering in any catalog, its designs are of paramount importance to assure that it will tempt the shoppers to look through its pages with many households receiving as many as a dozen catalogs each week, many people often dispose of them before reading them. The key to catching the receiver's eye is often the excitement generated by the covers, which will hopefully motivate the readers to further inspect the merchandise offered for sale inside.

BENEFITS OF CATALOG SHOPPING

The popularity of the catalog is based upon a number of advantage it efforts the consumers they –

CONVENIENCE - with more and more consumers having less and less time to shop in stores, catalog allow them to satisfy their merchandise needs at any time and to avoid the long lines typical in many stores and the times it takes to find the desired merchandise.

MERCHANDISE ASSORTMENTS – the numbers of offerings available in catalog countries to increase and some of the featured products are available only through the catalog Victoria secrets for example market sportswear in its catalogs, whereas its stores generally restrict their offerings to innerwear. Home furnishing giants such as create and bevel and potter barn also use their catalogs to sell goods that are available only through these means.

VISUAL PRESENTATION – today's catalogs are no longer the lackluster production they were in the past. The merchandise is accurately depicted through excellent photography that makes shoppers feel more confident about what they are purchasing.

CUSTOMERS RETURNS – if buyers are not happy with the products, they can take advantages of generous returns policies. Most companies will pay for the shipping of returned merchandise, so there is no expense for unwanted products.

ORDER SIMPLIFICATIONS – order from often accompanied by postage- free employs make ordering extremely simple for shoppers who prefer telephones ordering, order takes are often available around the clock and at toll free numbers.

CLASSIFICATION OF CATALOG COMPANIES

These are the three types of retail organization that use catalogs to sell merchandise. Catalogs only retailers brick and mortar catalog divisions and catalogers with on-site venues. Most in the first category have expanded their operation through internet website, but the bulk of their operations through internet website, but the bulk of their business comes from the catalog. The second group which uses the catalog as an adjust sales tool to its in store operations reach the greatest proportion of sales from stores shoppers the last group stock merchandise is a limited number of stores.

CATALOG ONLY RETAILERS

They primarily sell their products through sales books or catalogs. Although they each have ventured into electronic retailing. They are still considered to be catalog – only retailers because currently, sales from their mail order books for surpass those that come from the internet. It is differently to tell if this will continues to be the case.

BACK TO MORTAR CATALOG DIVISIONS

Just about every major store organization have a catalog division. Leading the way are the full line and specialized department stores, with chains close behind. Typically the catalog do not offer all the products available in the stores on-site units, but more and more items are being included into these sales booklets as the stores realize more sales volume with this method.

Store shopping generally results in higher average sales, the time contains that today's consumers face has made catalog unsuitable the goal of using catalogs for many of these bricks and mortar.

CATALOG WITH ON SITE VENUES

Some companies that are essentially have catalog operations also have one or more retail outlets. Many are outlet stores in which slow catalog sells and seasons leftover are sold at greatly reduced price. Other are traditional stores in which the catalog offering are sold on- site.

INTERNET CATALOGS

The effectiveness of catalog retailing is maximized when merchants dovetail their offering through both publications and on-line web sites.

Recognizing that many consumers prefer shopping on the internet to ordering from catalogs, many merchants that feature the same products as the sales books they send to customers.

Once shopper order via the internet they will automatically receive future on-line editions and become part of company's mailing list.

HOME SHOPPING CABLE

PROGRAMMING

Another means of selling goods to consumers off-site is by cable television programming available in every part of the country. Also known as televending electronic merchandising or video shopping, it is a multibillion dollar industry that is a comparative infant in the retailing game, with sales that keep increasing at unpaulded rates each year.

As virtually any hour of the day or night, anybody can sit back and shop in the convenience of their homes wherever television receivers are available.

THANK

YOU