



Research School for Operations  
Management and Logistics

**Omnichannel retailing in the fashion industry**

Joost Goedhart – Wageningen University and Research

Today customers have multiple online and offline channels for satisfying their demand for goods. Omnichannel retailing provides the customer a uniform experience for shopping through both channels where the customer does not experience different channels as standalone. In general, omnichannel retailing has made the shopping process more convenient for customers. The most predominant omnichannel retailers are found in the fashion industry. This industry is a volatile market with high impulsive buying behaviour, high product variety, short product life cycles, and lengthy supply chain procedures. As a result, the fashion industry has complex and often inefficient supply chains, even without considering the possible interactions between offline and online sales channels. New research opportunities and improvement potentials emerge from the integration of these sales channels. Omnichannel retailing also provides retailers with new data from the different channels that can be used to improve the fashion supply chain: inventory levels, demand forecasting, and last mile logistics can be optimised. Using mathematical modelling, optimisation of different operations within the supply chain of omnichannel retailers will be researched. With these findings, stakeholders in the fashion industry can improve their operational and strategic decision making.