Digital Transformation of the Clothing Industry: Online and Offline Integrated Development

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Abstract. With the continuous development of the Internet, the popular trend of e-commerce shopping has increased, and the single offline and single real economy of clothing has been hit hard. This issue has received widespread attention from many people. However, how to promote the harmonious development of online and offline has been hindered by different contradictions, and the solutions have achieved initial results, but there are still shortcomings. The integrated development mode of online and offline needs to be further reformed. This paper deeply analyzes the background of the integrated development of its online and offline clothing industry, the necessity of cooperation between the two, and the problems existing in the integrated development between the two, and analyzes the contradictions of its price, target, distribution, and so on. Based on this, this paper puts forward the following suggestions: first, establish an open and transparent dynamic pricing strategy online and offline. Second, online and offline consumer portraits were accurately positioned to optimize the supply chain. Third, online and offline social media interaction, clothing brand co-branding, and celebrity endorsement were expanded. Fourth, implement the new integrated O2O mode online and offline.

Keywords: Integration of Online and Offline, Garment Industry, Digital Transformation of Garment Industry

1 Introduction

Against the background of digital transformation and upgrading of the global economy, with the continuous progress and development of the Internet, consumers' purchase methods are diversified. For the clothing industry, expanding online purchase and sales channels is a key measure to follow the pace of emerging trends [1]. According to the statistics of eMarketer, an authoritative data agency, by 2025, 2.77billion consumers will have purchased clothing through online platforms, but according to the Research Report of CITIC Securities, the online clothing return rate reached 20% to 40%. Online shopping is convenient, rich and transparent. According to the white paper on e-commerce published in the China Textile Publishing Journal [2]. The current development status of clothing e-commerce is that retail e-commerce is in full bloom and wholesale e-commerce is in the ascendant. Traditional e-commerce is innovative, and the new e-commerce is growing rapidly. Cross-border platforms have risen rapidly,

© The Author(s) 2026
L. C. Yoong (ed.), *Proceedings of the 2026 2nd International Conference on Financial Innovation and Marketing Management (FIMM 2026)*, Advances in Economics, Business and Management Research 408,
https://doi.org/10.2991/978-94-6239-801-6_124

and cross-border enterprises have moved forward courageously. From 2018 to 2023, the online retail sales of clothing in China increased from 1440billion yuan to 2300billion yuan, and the year-on-year growth rate changed from high-speed growth to medium speed growth. In 2023, China's clothing enterprises' supply volume for online platform clothing dealers through professional market channels was 556billion yuan, accounting for 36.99% of the total turnover of clothing through professional market channels, up from 25% in 2018. The online and offline integration process of professional market channels has been further accelerated, and e-commerce supply is becoming one of the important circulation channels in the professional market. However, the single development of the online e-commerce clothing industry, ignoring the contradiction between online and offline, is still insufficient. The general e-commerce model still has problems, such as clothing, insufficient product experience, logistics and distribution delay, and also lacks the advantages of appropriate authenticity, quality assurance, and strong experience of offline clothing purchase. Moreover, Yiweiquan covers the traditional e-commerce mode, which has also hit the real economy to a certain extent and is not conducive to the development of people's livelihood. To sum up, the theme of this paper is to study the benign development of online and offline collaborative integration in the clothing industry, and the research is carried out according to the above background.

2 Necessity of Digital Transformation of Clothing Industry Sales

2.1 Online e-Commerce of Clothing Industry Impacts on Offline Entities

The inevitable trend of the change of sales mode in the era of digital economy, the development of live broadcast e-commerce platform has impacted the clothing industry in a single real economy [3,4]. With the innovation, progress, and transformation of emerging science and technology, and the advent of the era of digital economy, the development of digital elements is particularly important from the 5 G era to the leap of AI technology. The strategic opportunities of China's "Belt and Road Initiative" and "global economic integration" accelerate the process of business model reform. The traditional production and operation mode of the industry has been unable to meet the growing needs of the people, which promotes the continuous transformation of enterprises to digitalization, informatization, networking, and intelligence.

Convenient and fast, staying at home, online shopping has become the norm. According to the authoritative report of the People's Daily of China [5]. At present, the number of online shopping users in China has exceeded 900million. TikTok, Taobao and other apps are popular all over the Internet. The recommended clothing style for planting grass is popular in the circle. The online live broadcast mode of carrying goods has swept the world, promoting the development of e-commerce platforms. It has imperceptibly changed consumers' purchase preferences and habits, and gradually changed from offline purchases to online consumption. However, the offline clothing industry is prolific and unprofitable, with costs at a loss. The traditional single sales

model is seriously weakened. The style design of online fashionable and trendy goods is colorful and affordable, while the offline style design is stagnant and expensive. The sales mode of the single entity clothing industry is even more precarious, and transformation and upgrading are imminent. Only by keeping pace with the times, exploring and innovating, combining online and offline sales modes, learning from each other's strong points to make up for their weak points, following the digital flood, and keeping pace with the times, can it be eliminated by the market and the times.

2.2 Upgrading of Consumer Demand Increases the Pressure on the Offline Clothing Industry

With the increase in consumer demand and consumption upgrading, the garment sales industry is in urgent need of transformation and upgrading [6]. With the steady progress of the special action to boost consumption strongly encouraged by the state, the promotion of state subsidies and other preferential measures strengthened, the clothing demand of Chinese residents increased, the structural reform and optimization of the market supply side, and the domestic sales of the clothing industry continued to grow. The live broadcast e-commerce business model has greatly promoted consumption, improved the quality of life, and consumers' requirements for clothing quality have also increased year on year. The domestic sales of the clothing industry have increased steadily. The pressure of clothing competition is increasing, and the inner role is serious, which is in urgent need of transformation and upgrading.

According to the data of the National Bureau of Statistics, from January to June, the retail sales of clothing commodities of units above the designated size in China totaled 534.13 billion yuan, an increase of 2.5% year-on-year, 1.7 percentage points faster than the same period in 2024. Live e-commerce and other business models continued to activate consumption, superimposed "618" preferential activities ahead of time, and online sales growth steadily returned to positive. From January to June, the online retail sales of clothing goods increased by 1.4% year-on-year, 1.5% higher than that from January to March.

To sum up, the state strongly encourages and supports the promotion of consumption. The domestic sales of the clothing industry are growing, the domestic demand of consumers is increasing, the supply and demand are expanding, the quality requirements are improving, and the competition pressure of the clothing industry is increasing. Online retail is developing rapidly with the advantages of convenience, low price, and diversity, and its momentum is as fierce as a tiger attack. The offline low-quality clothing industry is in urgent need of transformation and upgrading, improving competitiveness, supply-side structural reform, and creating an online and offline clothing industry with high-quality development.

2.3 Reducing the Pressure of Clothing Inventory Requires Big Data Technology

At present, there are many difficulties in the clothing industry, such as the low degree of digitization, the inability to fully meet consumer demand, and the squeeze of inventory. Digital and intelligent solutions are urgently needed to accurately understand

market demand and fashion trends. The blind sale of a single offline entity not only has strong customer liquidity, but also has low customer targets, outdated clothing styles, and increases the labor and goods costs of enterprises. Will eventually withdraw from the clothing market. In the era of big data with the rapid development of e-commerce, if the clothing industry uses big data technology to position the market needs, it can drive data design to accurately position the market and push content to meet the needs and preferences of consumers by deconstructing popular models, predicting demand, responding quickly, and promoting the updating of small batch high-frequency and high-quality styles, such as customer returns and replacement, order records, and the length of stay on the page [7]. It also eases the cost pressure and the burden of redundant goods.

For example, Hangzhou Zhiyi Technology Co., Ltd. (hereinafter referred to as "Zhiyi Technology") independently developed a series of data-intelligent SaaS products for the clothing industry. With the help of AI and big data technology, it helped the digital trend prediction and intelligent design of the clothing industry, improved the operation efficiency and added value of the industry, and enabled the transformation and upgrading of the clothing industry. Reflect the necessity of big data-driven clothing supply, and provide reference for the clothing industry in urgent need of digital and intelligent transformation [8].

It reflects that big data technology has played an important role in the clothing industry. The contemporary clothing industry should seize the current times, use data elements to accurately analyze and position the market in combination with the online platform, and avoid blind investment and increasing cost pressure.

3 Conflict between Online and Offline Integration of Clothing Sales

Digital transformation and upgrading of clothing is a key step in the development of enterprises, and it is also the inevitable trend of the times. However, in the process of continuously promoting the digital development of the clothing industry and the integration of offline industries, many contradictions of the integration of the two have also been found.

3.1 Price Contradiction

Online activities are highly preferred, and the price is low, while offline prices are high.

With the popularity of online shopping, a large number of consumers choose an offline shopping experience and buy online at a low price.

Preferential activities such as online store sales promotion and sales reduction have been intensified, and sales of shopping festivals such as "618" and "double 11" have soared, while the cost of renting artificial products in offline physical stores is high. Most customers shop in the window and only shop instead of buying. Online comparison is not conducive to the sound operation of offline physical store sales and profits. According to the statistics of the National Bureau of Statistics of China, from

January to November 2025 [9]. Online retail sales increased by 9.1% year-on-year. Among them, the online retail sales of physical goods increased by 5.7%, accounting for 25.9% of the total retail sales of social consumer goods, representing an increase of 0.7% from January to October. According to this analysis, the online shopping volume has increased significantly, but it has also squeezed the offline customer source, causing a vicious circle.

3.2 Goal Contradiction

Online sales pursue the ranking of flow consumption quantity, while offline sales focus on quality service and experience profit.

Consumers choose an offline shopping experience and buy online at a low price, but find that the goods are "of the same type but of different quality" [10]. For example, when purchasing a brand of down jacket, the content of down jacket marked on the details page of the online product is 90%, which is the same as that of the physical store, but after receiving it, it is found that the content of down jacket in the product label is significantly different from that in the offline store. The "ab goods" on the e-commerce platform are prone to chaos. On the surface, they are exquisite offline versions of goods, but in fact, they are shoddy versions of goods. Behind this chaos, it reflects the bad dumping measures of online distribution businesses to reduce costs, pursue sales, and cater to consumers' low price homogeneity. While offline stores pay attention to experience and service, with transparent goods, slightly higher prices due to high costs, pursuit of profits without drainage, strong customer liquidity, low customer coverage, limited regional scope, lagging customer feedback, and ignoring its popularity and customer coverage.

3.3 Distribution Contradiction

Online and offline sales are different, inventory allocation is unreasonable, and supply is not timely.

Zhuwei, an associate professor at China University of Political Science and Law and vice president of the Beijing E-Commerce Rule of Law Research Association, said that at first, brands differentiated their products online and offline to expand diversified sales channels. However, when e-commerce seriously affected offline sales channels, some merchants began to "focus on E-commerce rather than offline", and the long-term excessive "price war" even pushed the clothing price far below the normal low price, which was bound to eventually lead to merchants "sacrificing" quality for profit and competitive advantage, resulting in bad money driving out good money [11]. Its distribution and sales channels pay too much attention to online and despise offline, which leads to greatly increased online traffic maintenance costs and makes it difficult to withstand pressure. The supply channel is single, and the risk is greatly increased. The supply of offline stores lags behind that of the new, and the reduction of offline stores leads to a decline in consumer experience, brand presence, and reputation, which is not conducive to the promotion of brand image.

4 Proposal

4.1 Establish an Open and Transparent Dynamic Pricing Strategy Online and Offline

The garment industry needs to constantly adjust pricing dynamically from the beginning of pricing to hot sales and then to promotion.

Adhere to the combination of online and offline collaborative pricing, which can complement each other without worrying about the price gap and performance sales. Then, on the online homepage, it is emphasized to indicate the composition of clothing fabrics and upload detailed pictures of clothing to help customers identify the authenticity

It not only maintains good customer relations, but also improves customers' trust in products, clearly marks the price, and is true, transparent, fair, and consistent. It has solved the problem of vicious competition between online and offline stores, the contradiction of large clothing price gap, and the quality of goods such as "ab goods".

4.2 Accurately Positioning the Consumer Image Online and Offline to Optimize the Supply Chain

Demand reacts to supply, takes demand as the guidance, optimizes the supply side of the clothing industry, and improves the supply chain. Use the data element information to dig deep into the overall management of data online and offline in the design, development and production supply chain. At the same time, a special data management department is set up to conduct comprehensive digital management online and offline, and capture consumer portraits and clothing sales data [1].

Offline stores register VIPs by scanning the code when consumers enter the store for fitting and consumption, lock user information, and integrate the service content of the information push platform online. Online stores use the methods of "planting grass" and "carrying goods" to push and drive the sales of offline stores on platforms such as Douyin and Xiaohongshu. Establish a unified and convenient, accurate delivery of data to capture the customer base. Customers browse clothing style preferences and personalized push related products, and collect the information of their most favorite clothing styles and style elements for design, such as off shoulder clothing style, tight and thin version, cute and gentle style, etc. Adjust the style of clothing payment to meet consumers' love and aesthetics.

4.3 Online and Offline Social Media Interaction, Brand Co-branding, Celebrity Endorsement to Expand Popularity

Establish official accounts through social media interaction, such as Douyin, Xiaohongshu, and other platforms. Interact and communicate with fans, and update the clothing style website to launch new products from time to time. It can also solicit feedback from fans and customers, and timely adjust and improve their shortcomings. It can also be linked with well-known brands and well-known animations to launch new co-branded clothing products offline to share discounts and attract more loyal

customers and fans. For example, following the popularity of the film "The Devil Child of Nezha", China's Li Ning launched protective clothing and running shoes co-branded with his film, which were loved by consumers. It can also expand the brand influence by using star endorsements or campaigns, launch activities around stars and related online and offline activities to interact with fans, increase customers' trust in goods, expand brand influence and popularity, and drive the collaborative innovation and development of online and offline stores [12].

4.4 Implement the New O2O Mode of e-Commerce Entity Integration Online and Offline

O2O (online to offline) mode refers to a business model that combines online and offline businesses [13,14]. While attracting consumers to online shopping through the Internet platform, it will be transformed into a consumption or service experience of offline physical stores. In the clothing e-commerce industry. O2O mode usually includes online platform display and sales, offline store experience and try on, as well as online and offline linkage after-sales service. Its core feature is "online drainage, offline experience". It realizes extensive customer touch and clothing product display through online platforms, and provides more intuitive product experience, personalized services, and instant commodity delivery through offline stores [13].

It breaks the barrier between online and offline sales, and uses online drainage to provide consumers with offline purchase channels by broadcasting short videos such as buffeting on the popular platform, releasing advertising materials, and marking the address and contact information of the online official store in detail. Offline experience fitting and online purchase. "Quality" and "quantity" are two pronged approach, from ordering online at any time to picking up goods nearby offline, improve the service management mechanism, adhere to customer first, improve customer satisfaction, optimize the construction of virtual fitting on the online platform, use AI big data personalized customization to customize exclusive clothing products for consumers, and promote offline stores to provide services and experience, provide convenience and care for customers, and improve their satisfaction and loyalty [15].

The new e-commerce entity combination mode of O2O health online construction and offline promotion not only meets the personalized needs of consumers to a greater extent, but also provides greater convenience for consumers' lives, strengthens the brand effect, and enhances the brand's own influence. Promote the development of online and offline win-win mode, improve the operation efficiency above the line, and promote the growth of offline sales.

5 Conclusion

To sum up, this paper analyzes the necessity of online and offline integrated development, as well as the contradictions existing in the process of integrated development, such as price, target, distribution, etc., and concludes that the online integration should implement measures such as dynamic unified pricing, optimizing the supply side, positioning customer group image, and implementing O2O mode, so as to

provide a way to alleviate the contradictions for future garment enterprises. It is expected that future research will further solve the contradiction between online and offline, and open up a new development road for the garment industry in the digital era.

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