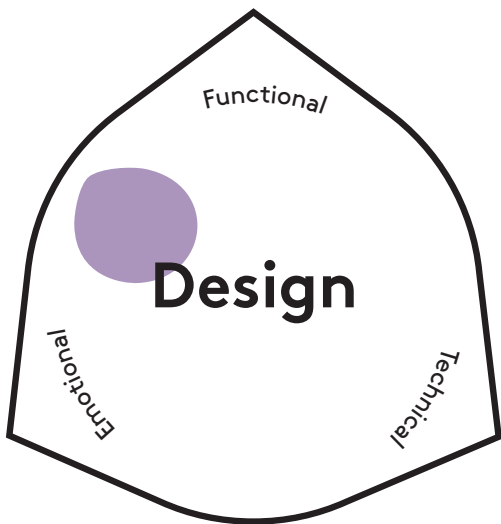


E-Shop



E-Shop

WHAT?

Online shop and platform that allow customers to purchase products via their computers.

WHY?

An E-shop can support product transparency and economic efficiency through fewer links, increased control and direct communication with users.

CHALLENGES

It might be difficult for users to test and experience the product before purchase if they only meet the product online.

EXAMPLES

- The designer **Bruno Pieters** uses the e-shop to promote the company/product transparency as his basic approach to design.
- On a larger scale, **Marks and Spencer** uses their e-shop to tell about their strategic sustainability goal.
- **Everlane** is another example on a company that is online-based. They have occasional popup events to promote contact with customers and show case products.

THIS CARD LINKS TO

/ Customisation / Information / Production on Demand

FURTHER READING

Koumbis (2014). *Fashion Retailing, From Managing to Merchandising*. Bloomsbury / Stone (2014). *The Everything Store: Jeff Bezos and the Age of Amazon*. Back Bay Books.