

## Luxury brands rethink e-commerce strategies as pandemic crimps in-store retail

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The COVID-19 pandemic has forced luxury brands to embrace e-commerce more rapidly and rethink how they can provide an exclusive and personalized experience online, according to entertainment and fashion law expert Pamela Weinstock.

Weinstock – speaking at a web seminar hosted by the Luxury Law Alliance and Hogan Lovells – said that brands should take note of developments in China, where e-commerce retailers have focused on engaging consumers through apps, gamification elements, rewards, and innovations such as augmented reality, digital mirrors, and virtual try-ons.

**Read more: [Luxury brands rethink e-commerce strategies as pandemic crimps in-store retail](#)**

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