



Dimple
Mirchandani

SEAMLESS SHOPPING AT THE CLICK OF A BUTTON

Fashion portal owner Dimple Mirchandani believes that e-commerce shopping is the next big thing. She says, "These days, people want to shop for luxury products through omnipresent channels and don't want to get glued to just one e-store. They first look, compare, see what's trending and then go ahead and purchase the product. Seamless shopping at the click of a button is the way forward."

Image consultant and personalised shopper Meha Bhargava doesn't believe in online shopping, but she doesn't deny its popularity. "Bloggers are avidly promoting it, and several brands are launching their e-commerce sites. But I strongly believe in the touch and feel of a product," she says. "When it comes to clothes, women want to feel the fabric and see how the outfit looks on them. You can't shop for fashion online, irrespective of the numerous sites and brands available!" she remarks.

"When I lived in Singapore, I bought more luxury products online as compared to now. I knew the right websites to visit, and trusted them for the quality."



Women holding
Fendi and Gucci
bags



TRUST AND CREDIBILITY DRIVING FACTORS

Fashion blogger, image consultant and stylist Heena Somani, mirrors Bhargava's views when she points out that Indians are yet to go full throttle when it comes to buying luxury products online. She says, "People in India, and especially Ahmedabad, still have a long way to go. But in other countries such as the US and UK, it's quite common to find people buying luxury products online. It's the accessibility, knowledge and customer service that gives them the confidence."

Somani continues, "When I lived in Singapore, I bought more luxury products online as compared to now. I knew the right websites to visit, and trusted them for the quality. Also, the online deals were much better than they are here, so I didn't mind spending."



Heena
Somani and
(left) her
Fendi loafers



Juhi Bansal and
(right) her MK bag



On the other hand, fashion blogger and founder of Closet Buddies (a website and mobile application), Juhi Bansal says that people in India are slowly buying luxury goods online, as long as they trust the e-commerce site. She says, "As long as the brands are well-known and credible, Indians tend to trust and buy things online. However, one must also try customising their purchases and experimenting with new players in the market. This way you can own a variety of labels, and stand out from the rest of the crowd." >