

Bringing luxury online

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It's no secret that online shopping is becoming an increasingly lucrative avenue for retailers. More shoppers are turning to websites as a way to connect with brands and make purchases, and companies are investing heavily in their online presence to ensure that they are delivering a top-notch experience.



While the majority of retailers recognize the power of e-commerce, there remains a specific subset of sellers that are hesitant to hop on the online bandwagon: luxury brands.

Historically, many designer labels opted for a solely in-store presence, shunning the online channel completely. This has begun to change in recent years with advancements in website technology - however, many high-end retailers are still e-commerce holdouts. So, what are the online obstacles for luxury brands, and how can they be overcome?

Read the [full story](#) on [E-CommerceTimes.com](#).

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