# Contemporary fashion sector faces challenges but unveils growth opportunities



Contemporary fashion vendors are bracing themselves for a challenging yet opportunistic year ahead as they navigate the complexities of the market. Key issues such as potential tariffs and inflation are top of mind, alongside the necessity to maintain competitive pricing structures. However, numerous growth opportunities also present themselves, particularly through avenues such as global expansion, enhanced e-commerce capabilities, and diversification into new product categories including home goods, footwear, childrenswear, and beauty products.

Speaking to Women's Wear Daily, Rebecca Hessel Cohen, founder and creative director of LoveShackFancy, highlighted the dual challenges of competitive pricing and maintaining healthy margins amid rapid growth. "Keeping up with rapid growth is also challenging, as we want to continue growing the business and brand strategically while always being thoughtful," she noted. Despite these hurdles, Hessel Cohen expects significant growth in categories such as home, beauty, and activewear in the upcoming months, alongside exciting collaborations that she believes will resonate with customers.

Jonny Slaven, CEO of L’Agence, discussed the complexities tied to international expansion, particularly in light of the brand's expansion into territories like Paris and Seoul. He stated, "There is always a challenge with new territories and markets, but we are seeing a strong initial reaction to the opening of our stores." Slaven also emphasised the importance of aligning with local partners to navigate the unique needs of different markets while managing uncertainties stemming from global sourcing concerns.

In addition to e-commerce development, L’Agence is keen on maximising an omnichannel retail approach. Slaven explained, "We are always looking to maximise the omnichannel approach to our business, finding the balance between key wholesale accounts and growing our retail footprint alongside our fast-growing e-commerce business." This approach aims to enhance customer engagement and deeper connections through an improved shopping experience utilizing emerging technologies.

Ramy Sharp, CEO and founder of Ramy Brook, expressed concerns regarding possible tariffs that might impact operations, stressing the need for strategic adjustments. "We are diligently monitoring the situation and strategising on how to adapt our operations if necessary," Sharp said. Furthermore, the brand is focusing on expanding its brick-and-mortar presence while using customer data to identify the best market locations for new store openings. Significant attention is being given to the growth of denim and sweater categories, with an eye on leveraging AI technologies to enhance customer engagement.

Jane Siskin, CEO at Cinq à Sept, acknowledged the perpetual uncertainty surrounding market conditions each new year brings. “There is a lot of discussion around potential tariffs, but until we know more, we will continue to monitor the situation,” she remarked. Despite the uncertainties, Siskin expressed excitement over new product launches, particularly in shoes and denim, which reflect the brand's ongoing growth strategy. The company plans to expand its retail presence with upcoming store openings in regions like Aventura, Florida, and Southern California.

Overall, while the contemporary fashion landscape presents numerous challenges, the executives from leading brands have identified ample opportunities for growth, particularly through an expanded digital footprint, innovative category developments, and advancements in customer engagement strategies powered by emerging technologies.

Source: [Noah Wire Services](https://www.noahwire.com)

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