



# Passport

## WHAT THE US FASHION INDUSTRY CAN TEACH OTHERS ABOUT DIGITAL TRANSFORMATION

May 2021

## Scope

- In order to understand trends behind the e-commerce surge in the time of Coronavirus (COVID-19), results from two of Euromonitor International's global consumer surveys – Digital Consumer and Lifestyles – were analysed in this report.
- The report closing date: 10 May 2021 – the date the report writing stopped.
- This report analyses the apparel and footwear industry, which includes the following categories:



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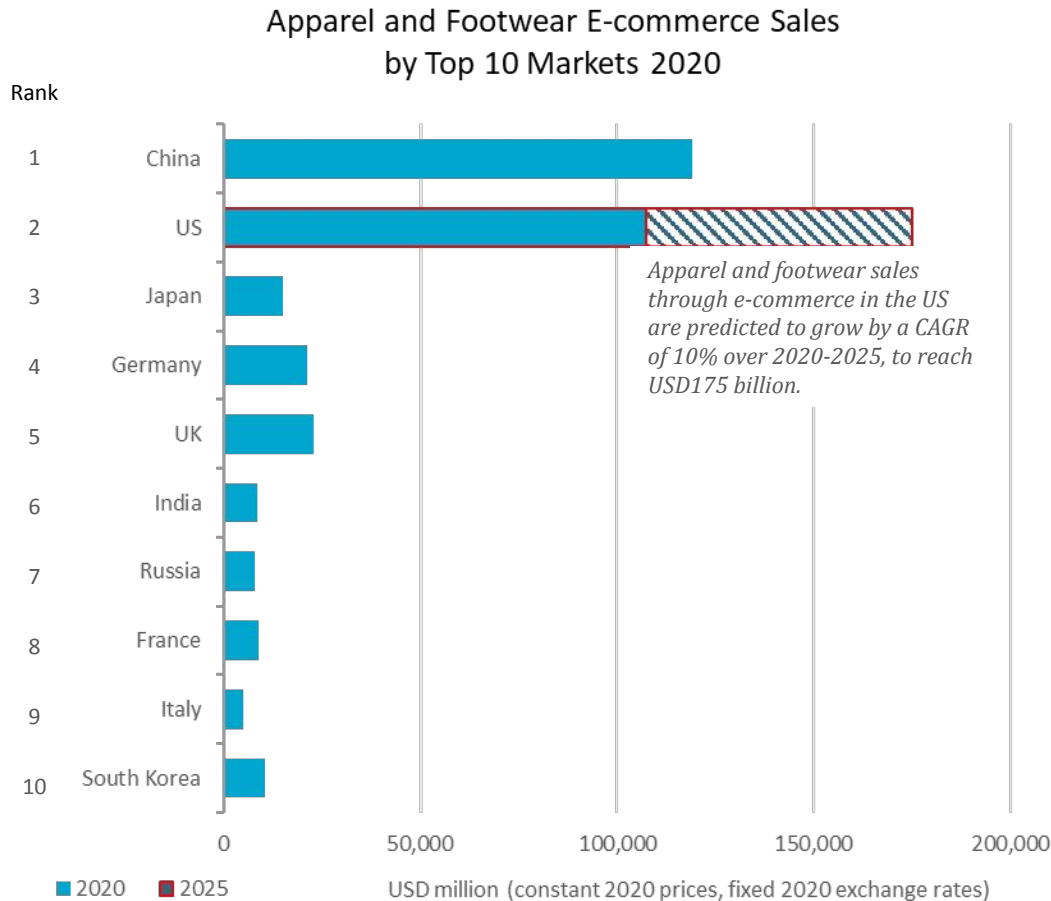
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*The COVID-19 pandemic has accelerated the shift to e-commerce, exemplified by the US fashion industry, which is embracing the rapid digital evolution across every aspect of businesses. This report reviews the results of Euromonitor International's latest research and consumer surveys, and examines the state of digital transformation, the key demographics driving change, and the emerging technologies that could reshape the future of retailing in the industry.*

## Key findings

E-commerce will continue to accelerate in the post-pandemic era	The COVID-19 pandemic rapidly accelerated the shift from store-based retailing to e-commerce in the US apparel and footwear industry, and this evolution of retail landscape is likely to continue in the post-pandemic era. Nearly half of apparel and footwear sales in the US are expected to be through the e-commerce channel by 2025. In order to stay competitive, businesses must fully prepare for the digital era.
Consumers will become increasingly digital-savvy across all age groups	In addition to younger consumers, those over 45 are also becoming digitally active, and digital will become more important for discovery, engagement and purchase. Free shipping, easy exchanges and returns, as well as new digital features, like virtual try-ons and livestream shopping events, are further supporting the growth of e-commerce in apparel and footwear. As online shopping and search knowledge differs by age group, retailers will need to know what works best for their target audience and create more seamless shopping experiences across channels.
Consumers will have higher expectations of digital communications and customer support	The acceleration of e-commerce has made digital engagement a higher priority for apparel and footwear players. Diversifying customer services through technology is crucial to meet changing customer expectations. While AR/VR are popular technologies, industry professionals are also showing interest in other technologies, like artificial intelligence, the Internet of Things and cloud, for future investment.
Companies will need to accelerate their digital transformation plans	Digitalisation is quickly changing the nature of traditional processes and can help achieve results much faster and at a lower cost. Companies will accelerate their digital transformation plans, and explore new and emerging technologies to become more innovative in both products and customer experiences.

# The US fashion industry is entering a new wave of e-commerce growth



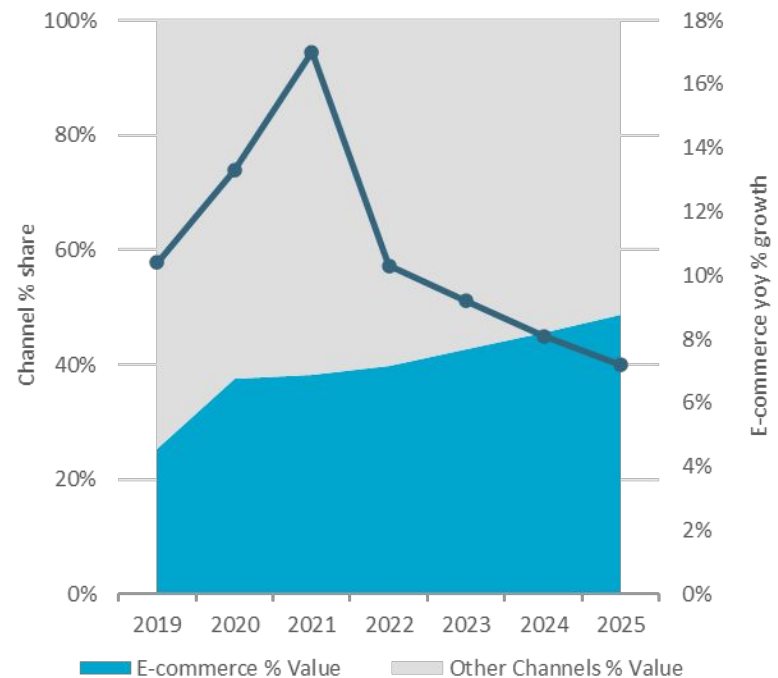
- China and the US are by far the largest e-commerce markets in apparel and footwear. Both countries recorded over USD100 billion of apparel and footwear sales through e-commerce in 2020.
- The US will continue to see strong e-commerce sales growth, as more store-based retailers adopt an omnichannel strategy. Apparel and footwear sales through e-commerce are predicted to grow by a CAGR of 10% over 2020-2025, to reach USD175 billion in 2025.
- This report reviews the state of digital transformation in the US fashion industry by using Euromonitor International's latest research and surveys.

Source: Euromonitor International's Apparel and Footwear 2021ed (March 2021 update) and Retailing 2021ed (January 2021 update)

## COVID-19 has further accelerated the shift to e-commerce in the US

- The COVID-19 pandemic rapidly accelerated the shift from store-based retailing to e-commerce. Specialist retailers and department stores have had to pivot quickly to e-commerce operations, as non-essential retail stores were shut down temporarily due to the outbreak of COVID-19. Consumers moved to online shopping because of the coronavirus-related lockdowns, store closures and the fears of contracting the virus in public. As a result, apparel and footwear sales through e-commerce grew by 13% in the US in 2020, despite the decline in overall industry sales of 23%. The share of the e-commerce channel rose from 25% to 38% in just one year.
- The growth of e-commerce is a positive development for the apparel and footwear industry, especially because the recovery from COVID-19 is expected to be gradual. US apparel and footwear sales are likely to see a return to growth in 2021, of 15%, and then will see low single-digit growth over 2022-2025. Meanwhile, e-commerce sales are predicted to grow by 17% in 2021 and 10% in 2022, and to see high-single digit growth over 2023-2025.
- E-commerce is predicted to hold a 49% value share by 2025, thus brands and retailers need to undertake a rapid digital transformation to stay competitive in the post-pandemic digital era.

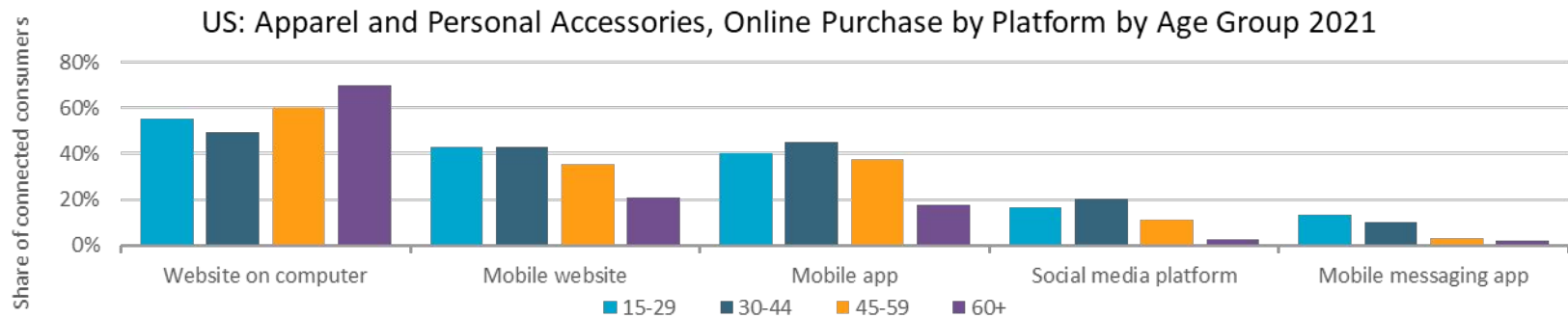
US: Apparel and Footwear, E-commerce Shares and Y-o-Y Growth 2019-2025



Source: Euromonitor International's Apparel and Footwear 2021ed (March 2020 update) and Retailing 2021ed (January 2021 update)

## Creating seamless shopping experiences is key to reach young consumers

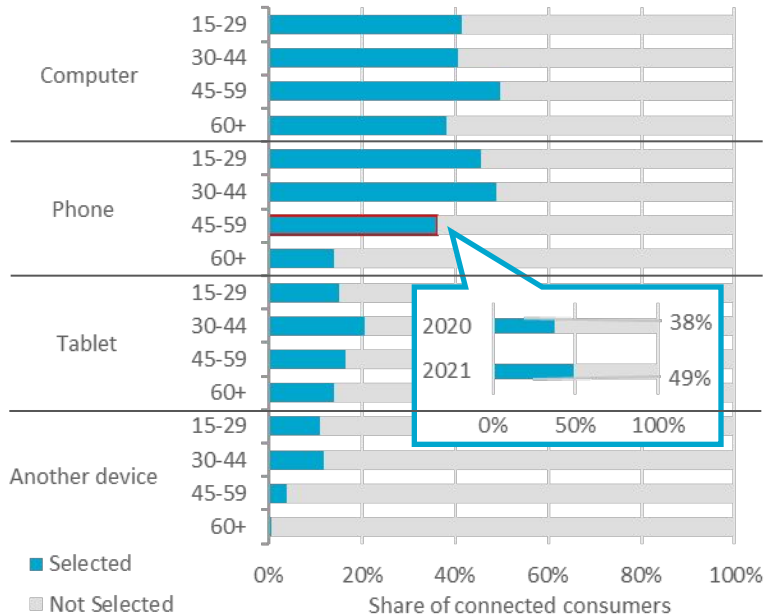
- In today's digital world, consumers spend a considerable amount of time on the internet researching and purchasing products. The results of Euromonitor International's Voice of the Consumer: Digital survey about path to purchase habits reveal significant differences in the online shopping journey by age group.
- Young consumers seem not to favour a particular path for online purchases, rather adopting a multi-platform approach. According to the survey, more than 40% of US consumers aged 15-44 selected website on computer, mobile website and mobile app as typical platforms to make online purchases of apparel and personal accessories. Social media has also grown in popularity, with around 20% of consumers using this platform to make online purchase. As these age groups shop through multiple platforms, it is crucial for brands and retailers to deliver seamless, consistent brand experiences and product availability across all platforms.
- The age group 45-59 has become much more tech-savvy. The percentage using a mobile app for online purchases increased from 34% in 2020 to 38% in 2021. Meanwhile, the age group 60 and over are also adapting to technology. They are predominantly utilising website on computer for making purchases. The usage of mobile apps, social media and mobile messaging apps is still extremely low compared with other age groups, although the share of usage of these platforms showed a slight increase in 2021 from the previous year.



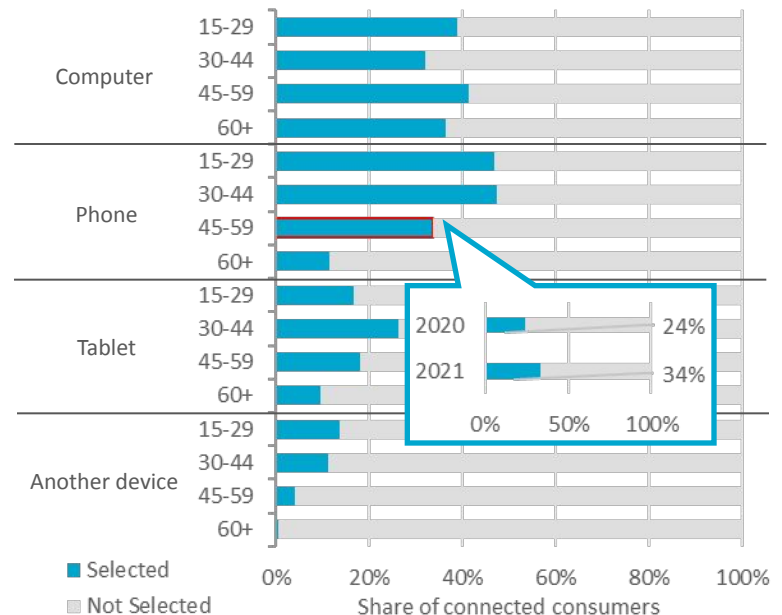
Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded in March 2021 Q: Thinking about the purchases you buy online, through which platforms do you typically make purchases of apparel and personal accessories? Select all that apply. N=686 (US)

# Consumers aged 45-59 increase the use of phone for online shopping

US: Apparel and Personal Accessories,  
Online Research by Age Group 2021



US: Apparel and Personal Accessories,  
Online Purchase by Age Group 2021



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded in March 2021 Q: How do you typically browse and research as well as purchase apparel and personal accessories? Select all that apply. N=1,007 (US)

**Key Points:** Consumers aged 45-59 are increasingly using a smartphone as a device to research and purchase online. For example, the percentage of consumers aged 45-59 using the phone in this way increased from 38% in 2020 to 49% in 2021, while the percentage of them using the phone to purchase products also increased, from 24% in 2020 to 34% in 2021. The use of mobile phones is expected to increase, as the adoption of 5G networks will further strengthen mobile connectivity and improve users' mobile experience.



# How these digital trends will change the shopping experience



## Livestreaming

- With consumers increasingly using digital platforms as hubs for browsing and shopping, livestreaming is gaining momentum as an innovative way for retailers to engage with customers during their digital shopping journey.



## Digital-only Fashion

- The rapid digital adoption driven by COVID-19 has pushed lifestyles towards virtual social and entertainment interactions. Digital-only fashion will offer new business opportunities for fashion brands, as they can offer their customers more than tangible products and attract new audiences.



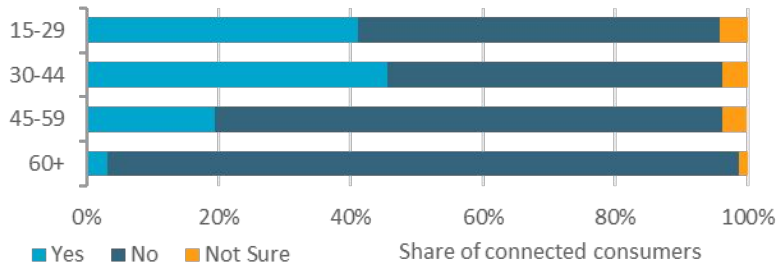
## Augmented and Virtual Reality

- The COVID-19 pandemic put virtual engagement in the spotlight, but this concept is only starting to gain traction. Moving forward, more brands and retailers are expected to invest in technologies like augmented and virtual reality to support virtual engagement.



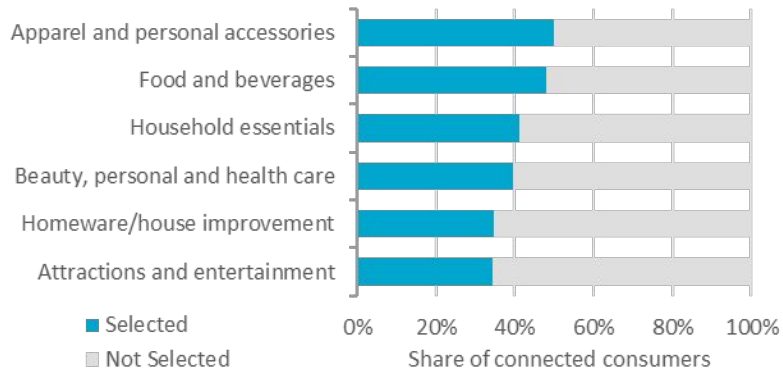
## Livestreaming and virtual events are gaining momentum

US: Livestream Purchases Usage  
by Age Group 2021



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded in March 2021 Q: In the past month, have you purchased a product or service using livestream/live selling? N=1,007 (US)

US: Livestream Purchases by Category 2021



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded in March 2021 Q: In which categories have you made purchases using livestream/live selling? Select all that apply. N=289 (US)

- With the surge in online activities during COVID-19 and growing expectations of more virtual shopping experiences, livestreaming and virtual events are on the rise. Brands and retailers like Tommy Hilfiger and Nordstrom have recently begun to experiment with livestreaming to demonstrate their products and interact with their customers.
- According to Euromonitor International's Voice of the Consumer: Digital survey, fielded in March 2021, 29% of the US connected consumers surveyed used livestreaming to make a purchase in the last month. Interest in this emerging retail channel is highest among consumers aged 15-29 and 30-44, with 41% and 46%, respectively, having used this medium to make a purchase.
- In general, US connected consumers say the top reasons they participate in commerce livestreams is to enjoy exploring new ways of shopping, the ability to see live feedback from other buyers, and it being easier to understand product or service features. Of those who have made a purchase, apparel and personal accessories topped the list, with 50% reporting a purchase from this category.

## Case study: Walmart teams up with TikTok app for live shopping test run



Less than 20% of connected consumers in the US reported buying goods or services on TikTok in the past month, according to Euromonitor International's Digital Consumer Survey.

- In December 2020, leading US retailer Walmart partnered with the popular Chinese social messaging app TikTok for the platform's first shoppable livestream in the US. During the hour-long livestream, users could shop for Walmart fashion items featured by TikTok creators without having to leave the app. After the event, users were able to continue to shop for the featured items by visiting Walmart's TikTok page.
- Walmart reported that during the event it netted seven times more views than anticipated and grew its TikTok follower base by 25%. Following the successful event, it hosted another live stream shopping event, featuring beauty items in March 2021.

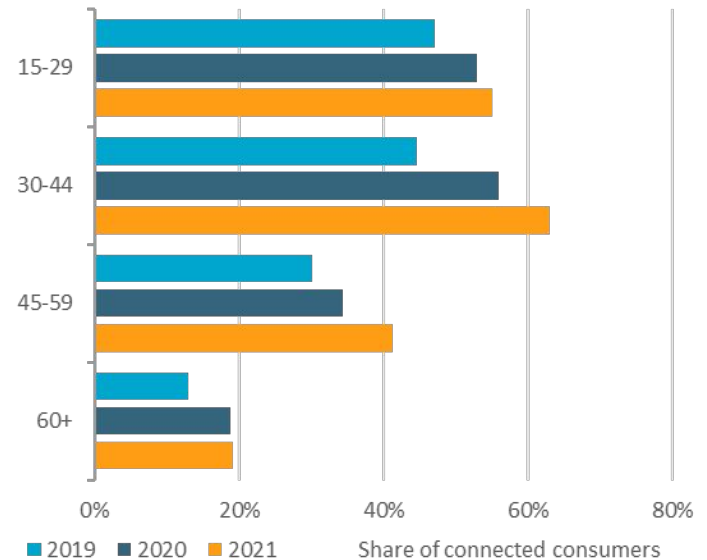
### Our Take

- While shoppable livestreams have been slower to take off in the US than in Asia, this shopping test run by a well-known retailer and social brand underscored its potential in the US.
- TikTok's hyper-engaged user base of young digital consumers offers enormous commercial potential. TikTok also teamed up with brands like Louis Vuitton and Saint Laurent to livestream runway shows as part of its TikTok Fashion Month event in September 2020. Brands and retailers are hoping to capitalise on TikTok's immense reach by further blurring the lines between e-commerce and social media, meeting consumers where they spend their time online.

## Acceleration of virtual living, digital-only fashion is also emerging

- Online virtual experiences are driving value in today's consumer lifestyles, according to Euromonitor International's Voice of the Consumer: Lifestyles survey. This was particularly true for young generations, as more than 55% of consumers aged 15-44 surveyed in 2021 agreed or strongly agreed that they value online virtual experiences in their lifestyle.
- The rapid digital adoption driven by COVID-19 has pushed lifestyles into more virtual social and entertainment interactions, and online virtual worlds have become a platform not only for playing video games but also for socialising. Such virtual worlds, involving humanoid avatars, have opened new opportunities for fashion players. For example, the fashion designers Marc Jacobs, Sandy Liang and Valentino collaborated with the Animal Crossing: New Horizons video game to virtually showcase their collections in the form of downloadable outfits. Gucci and The North Face released free avatar items on the Pokémon Go app, allowing players to virtually experience their collaborative collection, since they may not be able to access physically due to the limited releases and local restrictions. Given the increasing time spent by consumers on digital devices, digital-only fashion could be new revenue streams for fashion brands. They can offer their customers more than tangible products, which could potentially cater to a larger digital audience.

US: "I value online virtual experiences"  
2019/2020/2021



Source: Euromonitor International's Voice of the Consumer: Lifestyles survey, fielded January to February 2020 and 2021 Q: Do you agree or strongly agree with the following statements about your lifestyle? – "I value online virtual experiences". 2019: N=1,006; 2020: N=1,032; 2021: N=1,012 (US)

## Case study: Champion uses NFTs for its 2021 spring collection



50% of apparel and personal accessories industry professionals surveyed responded that COVID-19 accelerated their companies' digital transformation by 1-2 years, according to Euromonitor International's Voice of the Consumer: Digital survey.

- In March 2021, Champion teamed up with Tafi, a creator of custom 3D content for avatar and emoji systems, to make its 2021 spring collection available for non-fungible tokens (NFTs). Its collection in NFT format included digital artwork and limited edition avatars inspired by Champion Athleticwear.
- As part of its collection, Champion created new avatar content for Samsung's AR Emoji, which enables users to accessorise their AR Emoji with Champion's apparel and accessories.

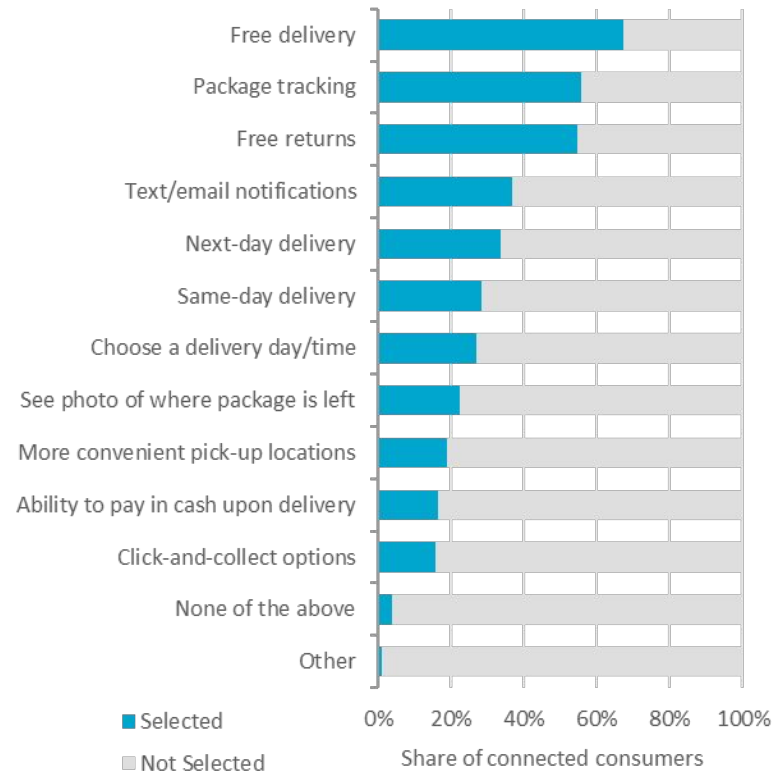
### Our Take

- While many fashion brands are exploring digital opportunities, Champion's adoption of NFTs and digital format took the brand to the forefront of innovation.
- Virtual clothing, footwear and accessories are often offered free or sold at lower prices, making them more accessible to consumers. Therefore, offering virtual goods could be useful for luxury brands, as they can attract young consumers who cannot afford to buy luxury goods physically. Gucci introduced a digital pair of trainers called The Gucci Virtual 25 for USD12.99 on its own app and for USD8.99 via Wanna Kicks' AR app. Digital shoppers can wear Gucci virtual trainers in AR concepts or in partnered apps like Roblox and VRChat.

# Retailers offer flexible shopping and return options for online shoppers

- E-commerce sales increased significantly during the temporary store closures in the time of COVID-19. Retailers have increasingly offered flexible shopping and return options for online shoppers, including free shipping and returns, curbside pick-up or “buy online and pick-up in-store” (BOPIS).
- Retailers have to absorb shipping costs to offer free shipping and returns, and Euromonitor International’s Voice of the Consumer: Digital survey found that more than half of US consumers surveyed already considered free delivery as standard.
- Retailers such as DSW, Old Navy and American Eagle started curbside pick-up during COVID-19. While this option can reduce transportation costs for retailers, as consumers drive to the store to pick up their online orders, only 16% of US consumers surveyed viewed it as a preferred delivery features. Curbside became a popular delivery features for categories like groceries during the pandemic. Compared with grocery stores, the number of apparel and footwear retail stores across the US is limited. The availability of the service at only limited stores will lead to slower uptake of curbside pick-up in the apparel and footwear industry.

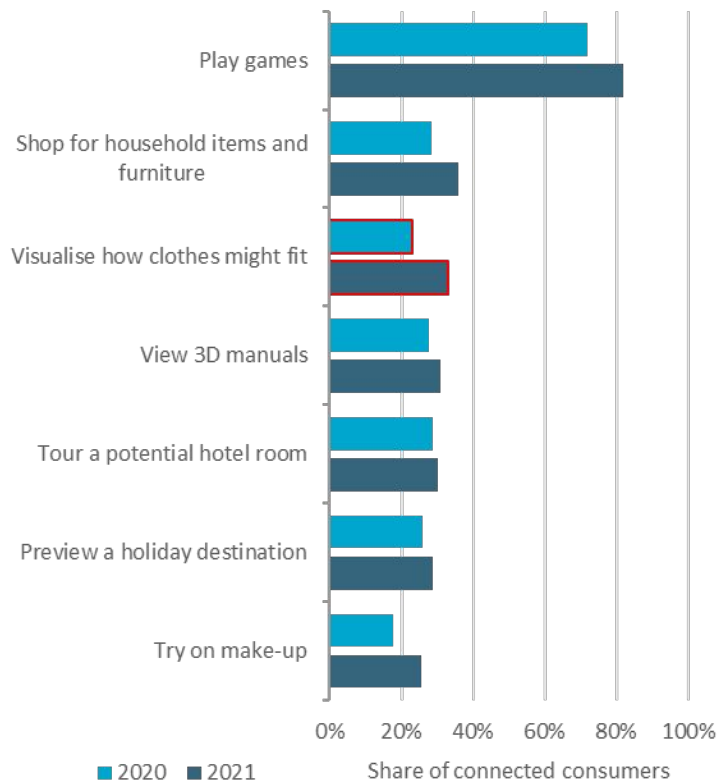
US: Delivery Services and Pick-up Options, Preferred Features 2021



Source: Euromonitor International’s Voice of the Consumer: Digital survey, fielded in March 2021 Q: What delivery-related features are most important to you? Select all that apply. N=1,007 (US)

## Brands utilise emerging technologies to improve digital engagement

US: AR/VR Typical Activities 2020/2021



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded March to April 2020 and March 2021 Q: What are some of the activities you have done with AR or VR in the past year? Select all that apply. 2020: N=351; 2021: N=426 (US)

- COVID-19 minimised physical interactions with customers due to temporary store closures and reduced opening hours, thus brands and retailers quickly used new technologies to develop contactless interactions and improve digital engagement. As such, emerging technologies like AR/VR have seen significant interest from apparel and footwear players in recent years.
- One of the most common use cases for AR/VR activities in the apparel and footwear industry is virtual-try on features. For example, Kendra Scott worked with AR firm Mirelz to roll out a virtual try-on feature for its earrings. Also, ASOS and Macy's worked with tech firm Zeekit to launch virtual fitting rooms, while adidas partnered with AR start-up Vyking to launch AR try-on features for its shoes.
- Consumers are increasingly using virtual try-on tools. According to Euromonitor International's Voice of the Consumer: Digital survey, the percentage of US consumers using AR/VR to visualise how clothing might fit increased from 23% in 2020 to 33% in 2021.
- Brands have been faced with high costs of returns as their products must be tried on to ensure proper size and fit. Using AR/VR could help consumers to buy items with confidence as they can find the correct fit and size.



## Case study: Kohl's Snapchat tie-up enables users to create virtual looks



20% of connected consumers in the US believe the ability to try products virtually would enhance the online shopping experience, according to Euromonitor International's Voice of the Consumer: Digital survey.

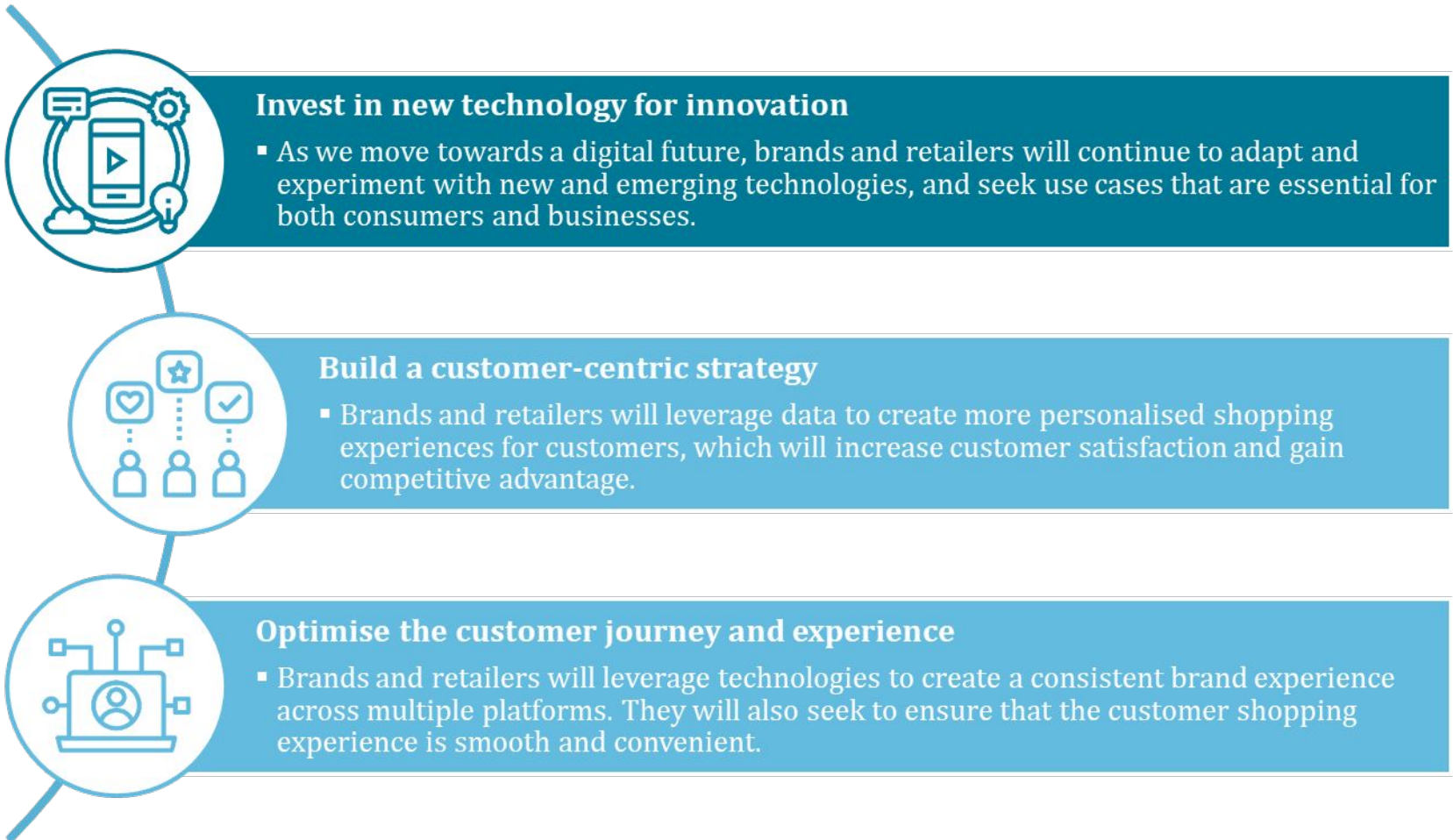
- US department store chain Kohl's teamed up with Snapchat in early 2020 to create a unique virtual wardrobe experience. By using the mobile app's AR portal technology, the app allows consumers to virtually browse and create various looks.
- Within the Snapchat app, consumers can step inside an AR dressing room, mix and match items, and make a purchase within the app. The items available for purchase in Kohl's AR Virtual Closet are continually updated based on seasonal and consumer needs.
- Consumers can also utilise the selfie lens feature to picture themselves with their digital items. Images cannot be shared outside the platform.

### Our Take

- Like many other social media platforms, Snapchat experienced growth in usage during the pandemic. Snapchat's emphasis on the development of its AR features will resonate well with millennial and Gen Z customers.
- Christian Dior, Gucci and Ralph Lauren have also used Snapchat's AR lens technology to offer virtual try-on. Such partnerships with Snapchat will help consumers to change the way they shop and help them to discover new products more easily, leading to increased basket conversion.



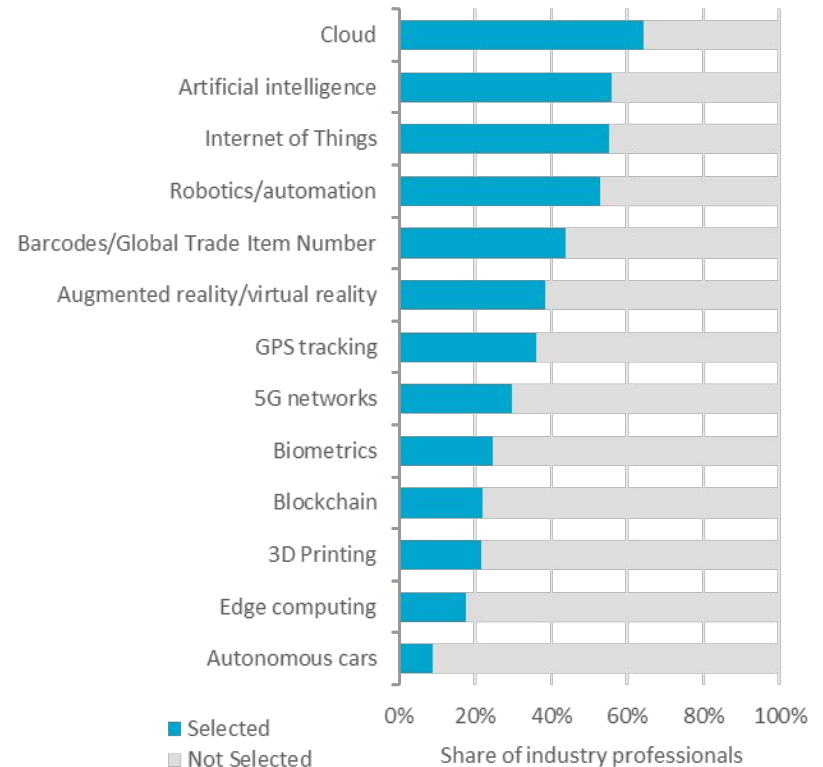
# How fashion companies prepare for the new digital era



# Companies will continue investing in new technology for innovation

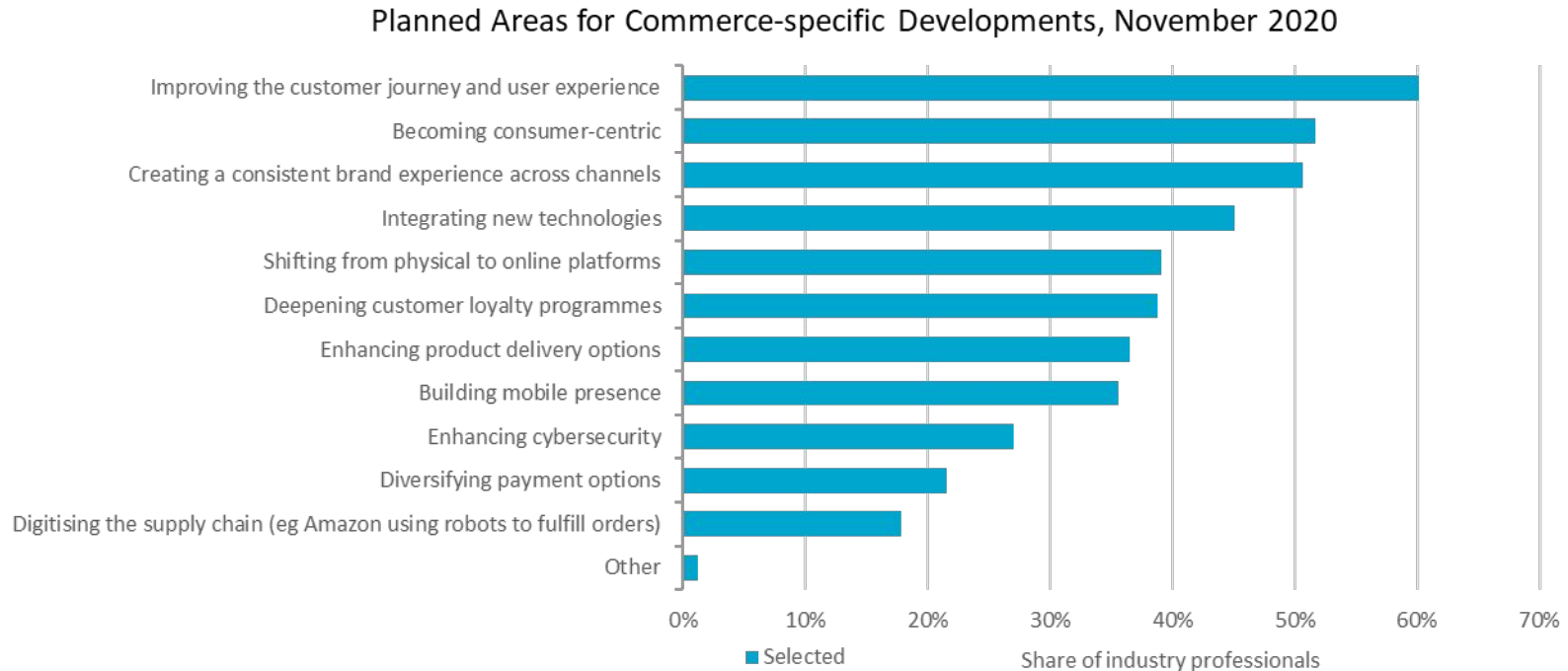
- Digitalisation is completely changing the nature of traditional processes, and can help in achieving results much faster and at a lower cost. Companies will accelerate their digital transformation plans and explore new technologies to become more innovative in both products and the customer experience.
- With the breadth and depth of technologies available, industry professionals selected cloud, artificial intelligence (AI) and the Internet of Things as technologies where they planned to make an investment in the next five years, according to the Voice of the Industry: Digital survey. Analytics through these technologies can be used to predict when a consumer may order an item, thus enabling the retailer to get the product closer to the consumer before the order is placed. In doing so, it can reduce shipping, inventory and supply chain costs and in turn improve delivery times and consumer satisfaction.
- Industry professionals also showed interest in technologies like robotics/automation and barcodes/GTIN for future investment, as these can further help supply chain logistics across physical and digital channels.

Planned Investment in the Next Five Years,  
November 2020



Source: Euromonitor International's Voice of the Industry: Digital survey November 2020 Q: Based on your observations, which of the following technologies, if any, does your company plan on investing in over the next five years? N=453

## E-commerce growth increases the importance of personalisation

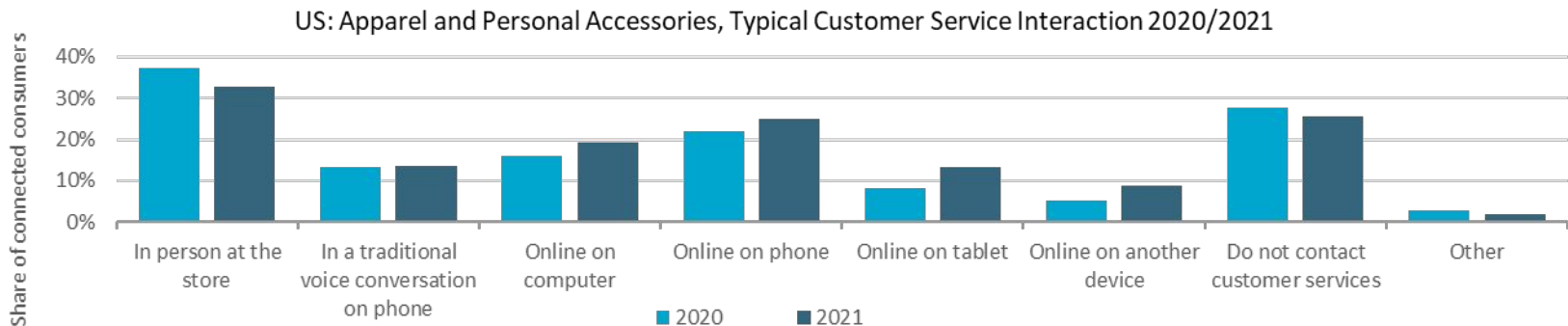


Source: Euromonitor International's Voice of the Industry: Digital survey November 2020 Q. What do you see as the most important commerce-specific developments for your organisation in the coming 12 months? Select all that apply. N=348

**Key Points:** Euromonitor International's Voice of the Industry: Digital survey revealed that more companies will focus on offering personalised services and customer-centric strategies going forward. The industry professionals surveyed selected improving the customer journey and user experience, becoming consumer-centric, and creating a consistent brand experience across channels as the most important commerce-specific developments for their organisation in the coming 12 months.

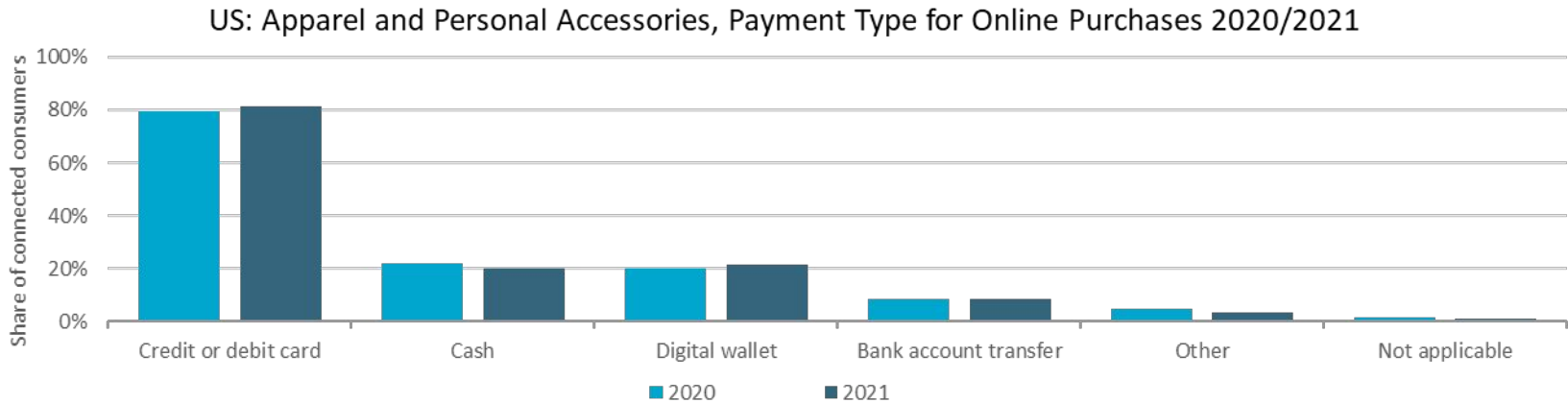
## Digital growth requires retailers to rethink customer interactions

- The growth of e-commerce has not only changed the way consumers shop for apparel and footwear, but also what they expect in terms of service and experiences during their digital shopping journey.
- Euromonitor International's Voice of the Consumer: Digital survey revealed the growing consumer preference for digital communications and customer support. The percentage of US consumers using online on a smartphone as a way to interact with customer service after making a purchase of apparel and personal accessories increased from 22% in 2020 to 25% in 2021, while the percentage preferring online on computer was also up, from 16% in 2020 to 19% in 2021.
- Social media is also becoming a key platform for customer service, especially for younger consumers. They are increasingly using social media to send queries as well as read and share reviews of their shopping experiences and purchased items. Brands like Outdoor Voices and Reformation are active in engaging with customers through social media by responding directly to their followers' comments on Instagram. As social media interactions are discussed in public, retailers will need to respond carefully to their comments and queries, as they are seen not only by the recipient but also wider digital audiences.



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded March to April 2020 and March 2021 Q: How do you typically interact with customer service after making the purchases of apparel and personal accessories? Select all that apply. 2020: N=963; 2021: N=972 (US)

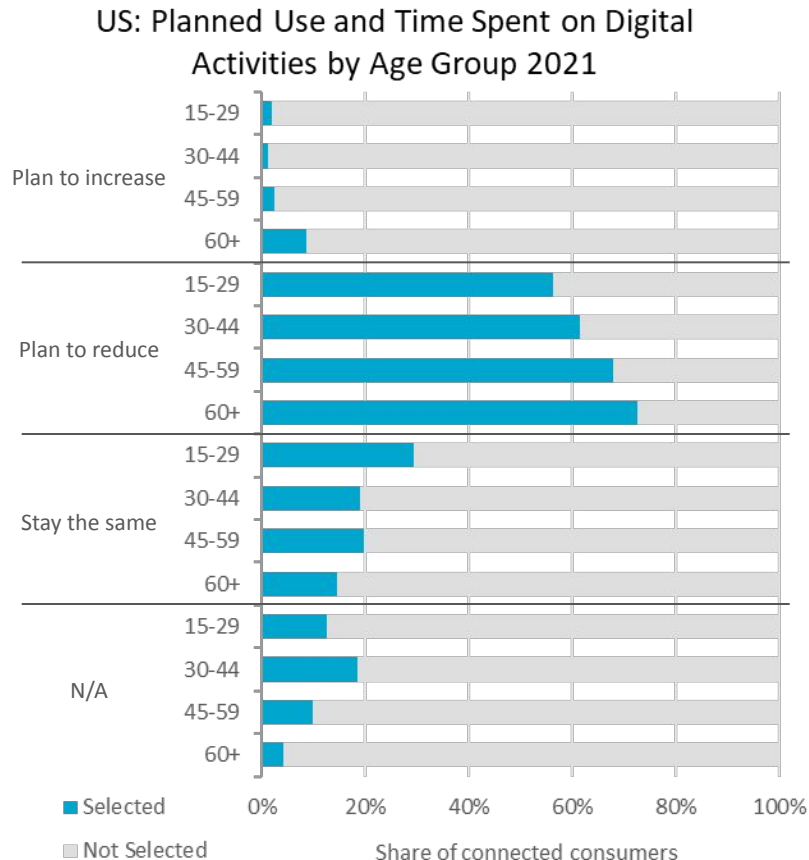
## Diversifying payment options is crucial to the future of retailing



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded March to April 2020 and March 2021 Q: In thinking about the purchases you make online, how do you typically pay for apparel and personal accessories? Select all that apply. 2020: N=557; 2021: N=686 (US)

- Euromonitor International's Voice of the Consumer: Digital survey suggests that diversifying payment options is crucial for brands and retailers, as a result of the rapid growth in online sales. In the US, credit or debit card is the most common method of payment, with nearly 80% of US consumers surveyed selecting it as a common method of payment, while 22% of them typically paid by cash.
- The COVID-19 pandemic and the e-commerce growth are driving a cashless society and increasing digital wallet usage. According to the survey, 22% of US consumers adopted digital wallet as a typical method of payment for apparel and personal accessories purchases in 2021, up from 20% in previous year.
- Although habits of card usage are difficult to break, the convenience, speed and security of digital wallet are likely to lead more digital-savvy consumers to adopt the use of digital wallets for their transactions. Therefore, brands and retailers will need to diversify the different payment types they accept to keep up with consumers' changing demands.

## Brands should adapt to consumers' plans on reducing their screen time



Source: Euromonitor International's Voice of the Consumer: Digital survey, fielded March 2021 Q: Please indicate which statement best fits your planned digital and tech-related activities for the next 12 months. N=1,007 (US)

- While consumers spent more time at home due to the COVID-19 pandemic, they also increased the time they spent on digital screens for activities like working, learning, shopping, socialising and more.
- Euromonitor International's Voice of the Consumer: Digital survey revealed consumers' concerns about their screen time, with more than half of consumers of all ages surveyed planning to reduce their digital activities over the next 12 months. Given that consumers have a desire to decrease their time spent on digital devices, brands should seek to create a convenient shopping journey for consumers so that they will be able to spend minimal time to collect relevant information and make a purchase decision.
- For example, Amazon is making customers shopping journey quick and easy by listing products that they may be interested in buying, based on their browsing and order history. Also, Amazon's "buy now" ordering speeds up the checkout process. Once a shipping address, payment method and delivery speed have been first entered, customers are able to buy any products by simply clicking a "buy now" button.



## Key takeaways

### Make digital transformation efforts a top priority

E-commerce is expected to grow and represent nearly half of total apparel and footwear sales in the US by 2025, thus brands should make digital transformation efforts an urgent priority. While brands will focus on strengthening e-commerce growth, those which own physical stores will also need to rethink the format of their stores and redefine their omnichannel strategy. The digital opportunity goes beyond e-commerce, as digitalisation of business processes and operations can also help companies to significantly reduce the cost and time spent. More brands are expected to invest in technology solutions to build more resilient supply chains.

### Leverage technologies to make the customer shopping journey more seamless

E-commerce growth has changed the way consumers shop. As consumers are increasingly using multiple channels and platforms in their shopping journeys, brands should leverage technologies to create a seamless shopping experience. AR/VR has been on the rise, with virtual try-on features, while livestreaming has also been gaining attention in the US fashion industry. It is expected that more brands will use livestreaming as an interactive tool for young digital-savvy consumers.

### Collect and use data and analytics to offer highly personalised customer experiences

Personalisation is becoming more important than ever, as today's consumers have access to brands across a variety of channels and platforms. In order to provide more personalised contents, brands are likely to incorporate artificial intelligence and analytics data. By using customers' buying behaviour data, such as purchase history and items that they have viewed, liked or added to their shopping cart, brands can build an accurate customer profile and create shopping experiences more tailored to individual customers. Such personalised service can help companies to increase customer satisfaction and gain a competitive advantage.





# Passport

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