

## Online Shopping for Clothing

There are a variety of online retailers selling clothing. This includes traditional stores that also have online stores as well as retailers who operate exclusively online. Shopping for clothing online is very popular especially for those consumers who do not have sufficient time to visit traditional stores and spend time browsing and trying on clothing. It is also a popular option for consumers seeking an outfit for a special occasion who have not been satisfied with the options they found available to them in local traditional stores. This article will supply information on some of the popular online retailers of clothing as well as information on selecting clothing items online and dealing with items that do not fit properly.

### Popular Online Retailers for Clothing

The majority of major traditional stores that sell clothing also have an online version of their store where consumers can browse through the inventory, make purchases and have items shipped directly to them or to friends or family members. Examples of popular traditional stores who also offer online versions of their store include Old Navy, Banana Republic, Abercrombie and Fitch and Ann Taylor. Additionally, department stores such as Target, Macy's and JCPenny which do not exclusively sell clothing make their clothing, as well as other products, available through the online versions of their stores. Shoppers who opt to peruse the online stores for clothing may find a greater selection than there is available in traditional stores. The online stores may have items available which are only available online. Additionally, the online stores may have access to a greater inventory unlike traditional stores which may run out of popular sizes rather quickly.

### Choosing Online Clothing Options Carefully

When purchasing clothing online, consumers have to be somewhat cautious. This is because it may be difficult to tell how well a clothing item will fit without trying it on first. Also, it can be difficult to assess the texture or color of clothing when shopping online. Online shoppers should read product descriptions carefully and pay particular attention to sizing charts when shopping online for clothing. This will help the consumer to make wise choices.

Online shoppers should also pay attention to the description of the cut of clothing items and should carefully compare these descriptions to the photos displayed on the website of the online retailer. This is an important consideration because consumers may prefer certain cuts which are more flattering to them while other cuts may not look as appealing. Paying particular

attention to this information will help the consumer make wise decisions when shopping for clothing online.

#### When the Shoe Doesn't Fit

Despite a consumer's best intentions, there may be times in which they purchase clothing items they have to return because they do not fit well or simply because the consumer changes his mind about the item after making the purchase. For this reason, all online shoppers should carefully review the return policies of online clothing retailers before making purchases. Most online retailers will take items back regardless of the reason for the return but some of them may only assume responsibility for the shipping fees associated with the return if the item is defective. However, there are some online retailers that will not accept returns on certain items and the consumer should be aware of these restrictions before making a purchase.

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