

Saks Live Sales Look to Fashion's Past to Secure Its Future With Live Commerce

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Live commerce wasn't an invention of the digital era or a pandemic-era lifeline for retailers and consumers. In fashion, it's always been a means of seeing the product first and ensuring you get what you want.

Since Covid-19 arrived, much of the story of live commerce has centered around China's embrace of livestreamed sales and the billions of dollars they rake in. According to McKinsey, proceeds from live sales in China grew from \$67 billion in pre-pandemic 2019 to an estimated \$423 billion last year.

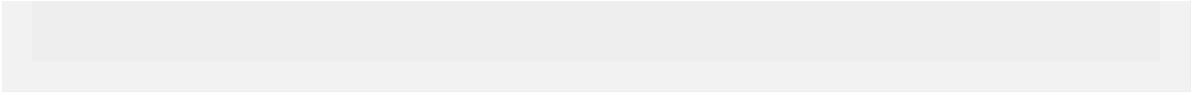
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