

Digital E-Commerce: The Need for Inclusive Representation in The Digital Apparel Retail Environment

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Abstract

This paper will extend digital fashion innovation study and research to the arena of human-centered design (HCD) aspects of e-commerce design and delivery. Research indicates that people with disabilities (PWD) can feel ignored by apparel brands and retailers (McBee-Black, 2022) and these obstacles can add to what is often a stressful experience of aspiring to dress stylishly (Annett-Hitchcock, 2023; Kealy-Morris, 2022, 2023). The authors have conducted a scoping review of the current literature exploring the gap in research related to the delivery of apparel e-commerce for people with disabilities. This methodological approach provides an overarching purpose to rapidly map the ‘key concepts’ (Arksey and O’Malley, 2005, p.21) underlying emergent research topics and the central sources available where an area has not been reviewed comprehensively before.