

# **The Challenge of Selling Luxury Fashion Online: The TFE (Touch, Feel and Experience) Factor**

*Tarun Panwar, Pearl Academy, New Delhi, India*

One of the most challenging product categories to sell online is Luxury Fashion, which is also referred as sensory goods since they are best aesthetically appreciated and bought by consumers through TFE (Touching, Feeling and Experiencing). The biggest obstacle of selling these brands is difficulty faced to replicate the similar luxurious physical world experience which provides exposure to the consumer by touching, feeling, trying and experiencing. In contrast Luxury online sales are registering faster growth and more number of luxury online players is entering in the market. This exploratory study attempts at mapping obstacles in online luxury fashion sales and profile the leading online luxury fashion brands. This paper concludes with comparison of leading luxury fashion websites.