

E-Commerce Innovation In Emerging Fashion Markets: A Case Study of Moldovan Designers' Digital Expansion and Role of Support Programs

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Abstract: This paper explores the transformative role of e-commerce in the emerging Moldovan fashion market, focusing on the digital expansion of local designers. It examines the industry's shift from traditional manufacturing to innovative online sales channels, highlighting the challenges and opportunities this transition presents, including the need for new skills, legal framework adaptability, and investment. The study also discusses the impact of the COVID-19 pandemic, which accelerated the adoption of e-commerce among Moldovan fashion firms. With the support of programs like the Fashion Omnichannel Mentorship Program, these firms are enhancing their digital presence and competitiveness. The paper emphasizes the importance of mentorship and tailored support in enabling Moldovan brands to thrive in the digital marketplace, contributing to their growth and success in the global fashion industry.

Key words: fashion sector, ecommerce, support programs; value added