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“Humans seek emotions and dialogue. The tango is dialogue without words.”

-Juan Carlos Copes



01 Editorial

Many trend researchers and designers have announced it: we are on the verge of a revival of the Golden Twenties! A time of glamour and extravagance, a vibrant explosion of colour, fashion, parties, luxury, and sex. The frustration and hardships experienced during the Corona pandemic could therefore soon be forgotten: away from the emotional, mental, social, physical, spatial and economic constraints, and into the infinite freedom of the new Golden Twenties. Would you like to accompany me?

Best regards
Monique Fischer

02 Do you feel connected to your Customers?

Feeling connected to other people is a basic psychological need. When dancing the tango, this connection is established physically during the first bars of music with a kind of “swinging in” or “swaying in”. How does this apply to sales talk? Are you ready to engage with your customers completely and unconditionally? If you succeed, you will be assuring the immense gratitude, lasting loyalty and trust from your customers. Read my new [blog post](#) on this.

03 A Look into the Future of Trade and Commerce

In a round table discussion with Jürgen Zahn and Christian Zorn from the company Konrad Knoblauch, which designs impressive interiors, we took a look into the future and asked what lasting consequences the pandemic will have on trade and commerce. In an inspiring atmosphere, we came across two aspects that would appear to point the way to the future for us: On the one hand, the customer will seek personal closeness and wants to be perceived as a human being. On the other, a new kind of sustainability is appearing in purchasing behaviour: the new attitude is not “more”, but “better”. Listen and see for yourself: [Click here to watch](#)

04 BUY LOCAL – the Ideas Hub for Local Trade and Commerce

The BUY LOCAL movement in Germany aims to counter the growing competition from online-only retailers and the dreariness of the increasingly chain-store-filled city centres by supporting local diversity and thus preserving purchasing power. Through the network effect, a good idea that has already been successful in one region of Germany can find its way to other regions. This represents a good, albeit unforeseen, preparation for ending the month-long lockdown. BUY LOCAL shows us how customers can actively shape the future of bricks-and-mortar retail through their behaviour and take responsibility for their city. Making the power of the customer and thus the flow of information from the outside to the inside meaningful and beneficial: that is the opportunity for the future.

Sales News World!

About You: From Start-up to Unicorn

The fashion platform About You has achieved what is rarely possible: after only a few years, it is already valued at over one billion Euros. It is rumoured that the IPO is being planned.

Fashion Sector developing rapidly

Luxury group LVMH, which owns brands such as Louis Vuitton and Christian Dior, has reported an organic increase of 30 per cent in the first quarter of the year.

Rethinking retail: LIVE LAB STUDIOS

Founder Stephanie Hahn has established a place for new luxury and special values in Düsseldorf. She offers a curated product world of design, fashion, art, culture and beauty. Her aspiration: unique quality and personal dialogue.



05 “Bitcoin” and “Cryptocurrency” - the Means of Payment of the Future?

Despite high price volatility, Bitcoin is increasingly establishing itself not only as an investment option, but also as a means of payment. The DIY chain store “The Home Depot” is making it possible to pay for things like wall paint or kitchen furnishings with cryptocurrency. At Microsoft, the new Xbox can be obtained using BTC. Elon Musk and Tesla are investing ten per cent of their cash reserves in Bitcoin and plan to accept it as a means of payment as well. What do you think? How long will it take before we can pay for our new bag or jeans conveniently via Bitcoin and e-wallet? Is Bitcoin’s decentralised strategy considered a winning factor or too high a risk? I would be pleased if you share your opinion with me: [Contact me here](#)

06 After the Crisis: Bubbling Joie de vivre and Creative Energy

To finish off, I would like to come back to the Roaring Twenties. The years of the First World War brought many hardships and great suffering to people around the world. But the end of it released tremendous energy, fed by a hunger for life and a desire for a better life. The twenties were a time of upheaval and revival: the automobile became the symbol of the new freedom of movement, mass production was introduced, wages rose by up to 25 per cent. Taboos were broken in art; the new objectivity replaced expressionism, cubism, and constructivism. With the introduction of sound film around 1929, the age of film history began. Sex became a topic for magazines and films. Radio brought the world into living rooms. And there were also revolutionary innovations in fashion: Women moved away from tight corsets, put on men’s clothes, the pixie cut and cigarettes became the symbol of the new model of femininity. This should instil a sense of confidence in us and make us curious about what awaits us in the near future. Overcoming the pandemic will set us free again, and who doesn’t dream of having a roaring party and turning night into day?