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01 Editorial

We live in exciting times! So much is in flux and must – or rather, can – be reinvented. How close might we get to our customers in future? What different needs will consumers have and how can retailers fulfil them? Values like integrity, responsibility and longevity are being dusted off and are gaining new resonance. While the last 14 months have felt like stalemate, we’re going to see a lot of things moving in future. I am looking forward to it!

Regards,
Monique Fischer

While the post-war years in the first half of the 20th century were marked by opulence, I believe we will now be seeing minimalism and hedonism coming to the fore. Minimalism in the sense of “less is more” as a central principle, and hedonism because our thirst for life and our yearning for joy are so powerful after the pandemic. That also has an influence on retail: These days, customers no longer come into a store just to buy a product. They want more: to meet like-minded people, to laugh, to be entertained, to feel at ease, to take selfies in the fitting rooms – basically to enjoy some fun, carefree time together. To make this possible, stores need to rethink their sales space and come up with fresh designs and concepts: It’s no longer merely about finding an appealing store concept or the perfect architect’s idea, but rather the aim is to bring customers on board and create bonds. The classic way of thinking would consider this unproductive: sales per square metre, high density of merchandise, etc., but these criteria can no longer serve as the sole quantitative measure for profit. The question is how so-called “unproductive” spaces can be skilfully made into sources of income, since only this way will in-store retail still have meaning, justification, and a future.

“You can only have Touch with Feeling.”

- Anaïs Nin

02 Proximity and Distance in Customer Relationships

In my latest blog entry, I consider the question of how we can gain customers’ trust and thus strengthen our customer relationships. We should aim to “embrace” our customers in the figurative sense. Here, the significance of proximity and distance plays a very important role. The pandemic has brought this aspect sharply into focus and caused us all to give it careful consideration. Hence, personal space – alongside gestures, facial expressions and touch – is an important part of our body language and, now more than ever, a sign of respect and trustworthiness. [You can read the article here.](#)

03 The new Luxury: Hedonism and Minimalism

In my latest newsletter, I talked about how trend researchers and designers are predicting a revival of the Golden Twenties.

04 The Retail Trade: “a House of Brands” and “a House of Friends”

In the above, I described how stores are increasingly becoming “a house of friends”. At the same time, though, we must not lose sight of the fact that they are also “a house of brands”. The core of every brand remains its identity and its values, but while previously products, prices, segments, offers and sales took centre-stage, in future there will be a greater focus



Sales News World!

On and on and on

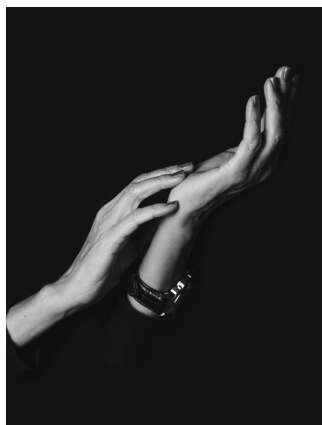
It's by now no secret that Swiss running specialist On is soon to go public. The latest coup? A shoe that is recyclable; at the end of its lifespan it can be turned into a new shoe.

Asket gives a new Lease of Life to worn-out Clothes

Since May, customers have been able to return items of clothing to the Swedish label, which has set up a collaboration with a re-commerce partner. Depending on their condition, the textiles are cleaned and resold at pop-up events, repaired, or transformed into other products.

Growth in the Second-Hand Clothing Market

This has enabled online marketplace Vinted to raise a quarter of a billion euros from various investors in its latest round of funding.



on creating meaning, on integrity and responsibility. Active exploration of current societal issues and a keen sense for interpersonal resonance are becoming ever more important. More than ever, consumers expect brands to show authenticity, transparency, community-building elements, and the willingness to accept social responsibility. Brands that want to be strong in future have to gain their customers' trust if their messages are to be heard and ultimately their products sold. This is clearly reflected in social media, among other things. Likes and shares increasingly go to content that comes from people, platforms or businesses that are considered trustworthy. I chatted about the future of retail with Jürgen Zahn and Christian Zorn from the company Konrad Knoblauch, which designs interiors with the "wow" factor: [Watch it here.](#)

05 En Route to a new Fashion Culture

The new minimalism has also gained a foothold in fashion. The motto is: don't consume more, consume better; quality over quantity. Customers want to buy the ecologically, economically and socially "right" goods and services. What exactly does that mean? Two aspects play a role in sustainably produced fashion: Firstly, it's about the processes, resources and working conditions, and secondly the orientation of the product and material. Established brands that produce and sell fair fashion have been around for many years. Stella McCartney chose to pursue the area of "social sustainability" at an early stage, which included a refusal to use any kind of animal products in her collections. And her fashions remain beautiful and current!

Over the last few months, ever more new and young sustainable labels have gained a foothold in the market. They work, for example, with exquisite materials, as is the case at Julia Leifert's label. The same goes for the German label Shipsheip, whose fashion is developed exclusively using GOTS- and fair-trade-certified materials. Even couture dresses are now being produced according to these "fair" principles, with one great example being Nina Rein. For retailers, it is undoubtedly worth keeping an eye on these and many other fair fashion labels and incorporating them into product ranges.

06 The Mindstep Academy

Are you wondering why managers and sales staff should dance the tango? Using the example of the dynamics involved in the Argentine tango, I show you the importance of mindfulness, attention, empathy, respect and the capacity for dialogue and how goals can be achieved jointly, with passion and to the benefit of your business. You can look forward to learning about extraordinary concepts for success that ease the transition from theory to practice. Find out more about what I offer [here.](#)