



## Content

- 01 Editorial
- 02 Blog: Connected shopping – generating added value for your customers
- 03 Part 3: The future of brick-and-mortar retail – flexible adaptation to trends
- 04 A clear stance on sustainable and fair fashion
- 05 What will tomorrow's economic system look like – the neo-ecology megatrend

**“In a digitised world it is human beings who make the biggest difference.”**

- Monique Fischer



### 01 Editorial

Digitalisation and its rapid development are shaping our times to such an extent that it can be truly dizzying. Keeping up with it in all areas of our lives is sometimes difficult but nevertheless necessary, because digitalisation is a decisive factor in the economic success of a company. That's why in this newsletter I will be looking at ideas on how brick-and-mortar retail can reposition itself in order to become more attractive to customers again and thus remain fit for the future. In addition, I have spoken to three “Sinnfluencers” (a German term combining the word “Sinn”, which means purpose or meaning, and the English word “influencer”) and would like to introduce you to the promising megatrend of “neo-ecology”.

I wish you lots of inspiration and happy reading!

Monique Fischer

### 02 Blog: Connected shopping – generating added value for your customers

Brick-and-mortar retail is facing some major challenges. Even before the pandemic, it was confronted with deserted inner cities, falling visitor numbers, growing competitive and price pressure, and demanding customer needs. New shopping concepts are therefore urgently needed in order to make stores and inner cities more attractive to consumers again. In my future blog posts, I will focus on concepts that lead to sustainable success. The topic of the first post in the series is digital in-store experiences and the crucial role of sales staff.

### 03 Part 3: The future of brick-and-mortar retail – flexible adaptation to trends

According to a recent study by consulting firm FTI-Andersch, flexible adaptation to trends is a critical success factor. For brick-and-mortar retail, this means that trends that emerge must be reflected in stores within a matter of weeks. But how can this be achieved in practice? More flexible order volumes and shorter order lead times, but also cooperation with other retailers, can offer promising solutions. Present suitable (trendy) complementary goods in order to position your own offering more relevantly for the target group or to supplement it in a meaningful way. Turn your employees into social media scouts who observe and discover trends and exchange information with your customers. Regional trends and events (for example, city anniversaries or major cultural events) can be even more relevant than international developments. Have you already implemented such collaboration? I look forward to hearing from you!

### 04 A clear stance on sustainable and fair fashion

Have you come across the term “sinnfluencing” before? It's a hybrid term, combining the German word “Sinn” (purpose or meaning) and the English word “influencing”, and it immediately appealed to me. Sinnfluencers have a socially and politically relevant message that they communicate on social media. Including in relation to fashion.

## Sales News World!

### Live shopping with Amazon Explore

The concept is designed to encourage customers to shop virtually in brick-and-mortar stores. With this service, Amazon aims to support smaller retailers in particular, who had to close their stores during lockdown, and is looking for interested parties in Germany.

### The future of payment in retail is contactless

A study by paytech company Concardis found that the industry average for contactless payments is now 80 per cent in Switzerland, 77 per cent in Germany and 82 per cent in Austria. Some retail segments, such as bakeries and groceries, are almost completely contactless.

### New technology records shoes with computer tomography

Wiethe CGI is working with Fraunhofer IIS to develop 3D scanning technology that combines photography and 3D implementation. This makes it possible to display products 100 per cent realistically and measure the accuracy of fit.



That's why I spoke to

- Susanne Kinast and Julia Ickert, the founders of Nina Rein Fashion,
- Kasper Schlaeppli, managing director of rework.ch, and
- Alf-Tobias Zahn, who launched grossvrtig.de, among other things,

about sustainable and fair fashion. They talked about subjects including what motivates them to address these topics and what they perceive to be the most important social and structural changes that need to be initiated. An exciting dialogue emerged from this, which you can follow on [LinkedIn](#), [Facebook](#) and [Instagram](#).

## 05 What will tomorrow's economic system look like – the neo-ecology megatrend

Sinnfluencers are the best-practice example of the social development we are currently experiencing. The Zukunftsinstitut calls this megatrend neo-ecology and describes it as follows: "environmental awareness and sustainability are increasingly evolving from a personal lifestyle choice and consumer trend to a social movement – and a central economic factor influencing all corporate spheres". The pandemic has accelerated the emergence of a new set of values, because two things have become clear: things can't go on as they are, and there are alternatives. The focus of business in the future will no longer be on maximising growth and profit, but on post-growth, the common good and sustainability. That may sound a little far fetched, but it also sounds wonderful! [What do you think?](#)