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“I didn’t get there by wishing for it or hoping for it, but by working for it.”

- Estée Lauder



01 Editorial

Worlds of experience, individualisation, identification, sustainability – these are major, but also very exciting challenges that brick-and-mortar retail will have to tackle in the years to come if it wants to remain fit for the future. This takes a lot of hard work, creativity and stamina – but also a little wishing and hoping. There are only a few weeks left until the end of the year. I wish you successful Christmas sales. Turn your shop into a meeting place and thus make Christmas shopping an experience. A smile and a thank-you from your customers will sweeten the pre-Christmas season for you.

With best wishes,
Monique Fischer

02 Blog: Become a Trend Scout for your Customers

It’s all about individualisation nowadays, especially for young consumers. They like to highlight their uniqueness through personalised products, which they regard as status symbols. For brick-and-mortar retailers, it’s worth creating relevant offers based on creative ideas. Personalised experiences strengthen customer loyalty and demonstrably lead to higher sales in brick-and-mortar and online retailing. You can read about the opportunities available to you and why you should use them in my new blog post.

03 Strong brands create places of identification

According to a GfK study, the coronavirus crisis has further strengthened the already predominant trend towards diminishing brand loyalty. Consumers are increasingly seeking authentic brands that accord with their values.

Security, sustainability, trust, proximity and regionality are now important. Consumers do not want brands that merely present themselves. Instead, environmental awareness and corporate social responsibility are increasingly making the difference. I spoke to Corine Luder, art historian, kunstfokus, and Andrea Rytz, CEO Schulthess Klinik, about this. Although we come from different backgrounds – retail, art and medicine – we have all observed how important it is to create places for people to identify with: places where they feel at home and emotionally well taken care of. You can watch the whole conversation on my [YouTube channel](#). You can also find excerpts on [LinkedIn](#), [Instagram](#) and [Facebook](#).

04 The new role of brick-and-mortar retail Entertainer and host

Customer needs have changed a lot. Customers no longer want to buy just a product or service. They want more: to meet like-minded people, to experience pleasure, to have a carefree time and to feel good when making a purchase. That’s why the brick-and-mortar (retail) trade, together with cities and municipalities, is facing the difficult task of creating worlds of experience to attract people back to the city centres and shops. On the one hand, this might include longer opening hours, live music events in inner-city pubs, seasonal markets and festivals. But what can retailers do to create unforgettable moments for their customers and be the perfect host? Great store concepts offer optimal conditions. This physical presence in a store can be combined and supplemented with digital elements – so-called connected shopping.

Sales News World!

Luxury stocks lead fashion stock index

In November, the MAI fashion stock index outperformed the German benchmark index, the DAX, with a gain of 1.9%. This was mainly due to the shares of Michael Kors parent Capri Holdings. The company had raised its annual profit forecast, benefiting from price increases and strong demand for designer handbags and shoes by Jimmy Choo.

The German Retail Association is optimistic about the end of the year

It forecasts retail sales to increase by 2% compared with the same period in the previous year to almost 112 billion euros by the end of the year. "The high level of savings and good consumer sentiment have paved the way for an upbeat end to the year after a first half that threatened the existence of many retailers due to the lockdowns," says CEO Stefan Genth.

In addition, personalised experiences strengthen customer loyalty. For instance, carry out promotions with artists, craftspeople, tailors, etc. I have already dealt with these aspects in detail in the blog posts on my website – [I invite you to read more about them there](#).

In Berlin, I will also be talking about these forward-looking topics with André Maeder (CEO of the KaDeWe Group), Marc Lorenz (CEO and owner of Schlossgut Finowfurt) and Heinz Ramseier (CEO of blue-DOM GmbH). I will present the results to you in the coming weeks. I am already very much looking forward to it!

05 Part 5: The future of brick-and-mortar retail: sustainability

Driven by the Fridays for Future movement and the pandemic, consumer awareness of sustainability has grown strongly. This was also one of the findings of the study „Shopping Concepts of the Future – New Opportunities for Brick-and-Mortar Retail“ by the consultancy FTI Andersch. In future, fashion trends must be consistently regional and use resources sustainably. Even if customers are moving away from the throwaway mentality, they still want to follow current trends. Slow fashion, second hand, leasing, rental models, on-demand production – the industry has seen a lot of changes. Buyers are well aware that sustainability has its price, and they are willing to pay it. „Less but better“ is the new motto. Fashion manufacturers, some of whom are starting to reduce the size of new collections and to launch fewer collections on the market, need to take this to heart. As Coco Chanel said: „I’m against the absurdity of creating fashion that doesn’t last ... for me, old clothes are like old friends, you know? You look after them. You repair them.“

