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“It’s always a question of inspiring people for a common goal and carrying them along on this journey.”

- Monique Fischer



01 Editorial

Welcome to the new year! I hope that it has got off to a good start and that you were able to stock up on energy for the coming months. Today’s newsletter is all about the topics of sustainability and digitalisation. Retailers are facing huge tasks in these areas. For this reason, the quote in this newsletter applies twice over: to achieve the common goal, you need to inspire both your employees and your customers. I am sure that you will succeed in this, as the future is full of exciting options.

I will be happy to support you!
Monique Fischer

02 Blog: The End of the throwaway Mentality has come to the Fashion Industry

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.

03 Round Table with André Maeder and Marc Lorenz

In Berlin I talked to André Maeder (CEO of the KaDeWe Group), Marc Lorenz (CEO & owner of Schlossgut Finowfurt) and Heinz Ramseier (Founder/Chairman of blueDOM AG) about the topics that are occupying the

retail sector – and, of course, other industries: shared experiences, sustainability and digitalisation. André Mäder has already revealed that the new store in Düsseldorf, which is set to open in 2023, will be a digital flagship. Marc Lorenz talks about his Schloss Finowfurt project, which was designed with ecology in mind right from the start. There’s also discussion about customer loyalty, worlds of experience and the challenge of meeting all customer desires. You can see and hear the entire conversation on YouTube; I will post inspiring excerpts across my other social media channels.

04 Part 6: The Future of Brick-and-Mortar Retail – Omni-Channel Integration

Brick-and-mortar retail is in the process of transforming from a place of purchases into a place of experiences. Such experiences must be viewed holistically. This not only relates to on-site experiences, but also to accompanying online activities. While customers used to visit brick-and-mortar retail premises without any prior information, today the customer journey often begins earlier. The term “customer journey” refers to the “journey” made by potential customers via various stations up to a single product. Ideally, the end of the journey will culminate in purchases, orders or requests. A study by the Harvard Business Review showed that customers who actively use omni-channel services spend more money in brick-and-mortar stores than purely offline shoppers. Omni-channel integration includes as many touchpoints as possible that consumers may have with a product, company or brand: from traditional advertising and online marketing measures to recommending friends and information on review sites.

Sales News World!

Exhibition devoted to a Cult Shoe at the Musée de l'Homme

Trainers, sports shoes, sneakers... they are revolutionary!

While they were initially associated exclusively with sporting activities, the hip-hop movement soon brought them to the feet of all. The exhibition can be viewed in Paris until 25 July 2022.

Still no End in Sight to the Delivery Bottlenecks

All industries without exception are affected by the current delivery bottlenecks. The reasons behind this are common knowledge: global freight transport is creaking, there are production problems for various goods, raw materials have become more expensive, prices are increasing as a result, and there is a shortage of specialist staff. In the textile trade too, some fashion collections will be delayed for this reason.

Digital communication methods are increasingly of particular significance: digital payment transactions, online shops, social media, company websites, personalised newsletters and apps. Through a consistent omni-channel strategy, you can combine the benefits of all distribution channels with the aim of inspiring customers with an optimal customer journey and making them loyal to you.

05 Digital Services are a Must

A recent comparison study by Comach, a global provider of IT solutions, and YouGov sets its sights on the future of shopping. The results show that digitalisation in retail is of the greatest significance. Some 86 per cent of the people surveyed are of the opinion that most shops will offer digital services by 2030. One particularly marked development is that customers are increasingly communicating via smartphones. More and more, they are replacing other devices such as notebooks and tablets. What is pleasing is that retailers don't need to worry in light of this development: despite all the digitalisation requirements, personal contact remains particularly relevant. In comparison to the results from 2016, personal advice is even more sought after than before. Human contact remains of enormous relevance in a digitalised world. Through a skilful mix of both elements – digital services and face-to-face, in-person communication – retailers will be in a good position for the future.

