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“Our future depends on how we shape our present.”

- Dalai Lama



01 Editorial

Today's newsletter is all about the future. In my new blog post, you'll find out why you should be thinking about an omnichannel strategy. The series 'The Future of Brick-and-Mortar Retail' is coming to an end, and I venture a look at 2030.

That seems incredibly far away, but it is in fact only eight years from now, and those eight years are bound to fly by. I want to encourage you to tackle the tasks of the present and lead your company to a successful future.

Let's tackle them together!
Monique Fischer

02 Blog: Omnichannel strategy: the perfect customer journey for your customers

The pandemic has changed consumers' shopping behaviour: they are increasingly shopping online, purchasing more selectively and doing so without assistance. This is why you should develop and implement a consistent omnichannel strategy.

The greater the number of points of contact that consumers have with a product, the greater their willingness to buy. We already know this from classic advertising. But the paths to achieving a sale are different today. In my new blog post, I'll show you how to reach your customers on all channels and create the perfect customer journey for them: [click here](#)

03 Part 8: The future of brick-and-mortar retail: digital infrastructure

In practice, IT architectures have often developed in an ad-hoc manner without a concrete strategy. Yet uniform and efficient IT systems are the prerequisite for a data-driven organisation. The IT strategy should, therefore, focus on the standardisation of systems, if necessary across different departments and countries. This is the only way that retailers can ensure that standardised data can be systematically recorded and evaluated.

If you use your own data intelligently, you can configure your operational business efficiently and develop customer-focussed offers. Get support by ensuring constant and constructive dialogue between commerce, tech companies, associations and the political sphere. [Read this blog post to find out more.](#)

04 04 Where is the journey heading? Seven directions

The previous point concludes the series 'The Future of Brick-and-Mortar Retail', which is based on a recent study by the consulting firm FTI-Andersch. It identifies seven priorities for stabilisation and sustainable success in retail:

- Digital in-store experiences
- Flexible adaptation to trends
- Individualisation and co-creation
- Sustainability

Sales News World!

Customers value choice and advice

In the clothing sector, the share of customers who primarily shop in brick-and-mortar stores is now less than 50 per cent. This is the result of a study commissioned by the Swiss Retail Federation. The main reasons for going to the shops are the option to choose and try on products and the advice given by the sales staff. There you go!

'How to Dior': A Journey Through Time

Until 26 June 2022, the Kunstgewerbemuseum Berlin is showing not only Christian Dior's designs but also, for the first time, designs by his successors Yves Saint Laurent, Marc Bohan, Gianfranco Ferré and John Galiano. The highlight of the 28-piece exhibition is the Mexican evening dress embroidered all over with glass beads from the autumn/winter collection 1951: a must-see!



- Digital infrastructure
- Omnichannel integration
- Branding

I have presented all of these aspects to you in the previous newsletters and examined them in more detail in blog posts. [You are welcome to read them on my website.](#)

05 A look into the future! What is my vision of brick-and-mortar retail in 2030?

One of the main tasks, in my view, is to strive for or create the transformation from digital to non-digital and hybrid forms. The relationship between the company and the consumer, the customer journey, must be skilfully orchestrated. All available channels need to be used. I think that in 2030, retail will be much more minimalist and very much geared towards efficiency. It will need to offer its customers experiences all along the way, from the first contact with a product to purchase, delivery and review. I'm happy to accompany you on this journey.