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“It is impossible for a person to look into the sun without their face becoming bright.”

- Friedrich von Bodelschwingh



01 Editorial

The warming power of the sun's rays can be felt once again. Trees and shrubs are bearing tender buds and the first spring flowers are pushing their way into daylight. It's the time to turn your face towards the sun and take a deep breath. But these days, everything is overshadowed by the catastrophic news reaching us from Ukraine.

At this time, it is very important to keep strengthening ourselves mentally and to create positive experiences for ourselves, so that we forget, at least for a few moments, that war is raging in Europe. I hope that with my new newsletter I can help you think about something else for a few minutes.

Stay hopeful!
Monique Fischer

02 Blog: Local stores as important representatives of a brand

Building a strong image is essential for success in competitive online and brick-and-mortar retail. However, the significant role that brick-and-mortar retail plays in long-term brand building is usually underestimated. Retailers that are successful in establishing their shops as locations where people spend their leisure time can sustainably increase sales and raise their brand value. Read my new blog post on this: [click here](#)

03 The fashion industry and the war in Ukraine

Of course, the international fashion industry too has reacted with horror to the geopolitical developments in Europe. Most people are stunned and very concerned about the war in Ukraine.

Yet most are not only concerned about the economic losses, but also about the well-being, or more appropriately: the hardship, of their employees and their families. Companies, especially, with their own locations and employees in Russia are very cautious about making statements critical of the Russian state's actions in order to protect their employees. As one of the first large fashion groups, the Swedish group H&M has temporarily suspended all sales in Russia. The list of companies that are also reacting in this way is growing: Adidas, Cartier, Gabor, Hermès, Levi Strauss, Prada, Puma, the PVH Group (including Tommy Hilfiger and Calvin Klein) and the Kering Group (including Gucci, and Saint Laurent) to name but a few. The US, EU, UK and Switzerland have banned the export of luxury goods, including luxury fashion and accessories, to Russia. Whether large or small companies, designers or models, many are trying to send a signal for peace and the people of Ukraine with donations or other relief efforts.

04 The future of brick-and-mortar retail – set the course

For two years now, the coronavirus pandemic has kept the retail sector on tenterhooks, and it's been difficult to see what the future holds. During the crisis, customer expectations and needs have changed significantly in many areas. But how long-lasting will the new habits be, which customers have learned during the pandemic? And how can retailers meet these customer needs in future? A current paper by IFH KÖLN and Capgemini illuminates in six theses how customer expectations will change when circumstances in retail return to normal after Covid.

Sales News World!

LOEWE x ON

Spanish luxury fashion label LOEWE has announced a limited capsule collection in collaboration with Swiss sports brand On. Together, they have developed shoes and clothing for modern adventures. They rely on proven artisanship with technical materials and focus on sustainability. Placed an order yet?

ARMEDANGELS launches its own resell platform...

...where worn ARMEDANGELS products can be resold or recycled. The Cologne-based fashion label is contributing in this way to the necessary transition to wearing clothes as long as possible, and it is taking a strong stand against the biggest challenges in terms of wasting resources: environmental pollution and social impacts on producers and consumers. An excellent example!



The conclusion from both the survey and a round table with retail decision-makers is: customers will continue to visit bricks-and-mortar retail if individual, special shopping experiences and clever digital interlinking aspects are created there. 'In 2022, a decisive course will be set for the future of retail. The task now is to convince consumers that a visit to the shops is worthwhile,' says Dr Kai Hudetz, Managing Director of IFH KÖLN.

05 The obstacles in buying sustainable fashion

The market research company YouGov has investigated the question of 'whether consumers are ready for more sustainable fashion shopping'. After all, 42 per cent of those surveyed across Europe find it important to buy ethically and sustainably produced clothing. Aspects that play a particular role are sustainable fabrics and materials, the use of fewer or no chemicals and cruelty-free labels. What I find particularly interesting, however, are the results when respondents were asked what the biggest obstacles are when buying fair fashion: the clothes are too expensive, it's often not obvious which environmentally friendly criteria they meet, and it is difficult to identify environmentally friendly brands in general. I can confirm this from my own experience and see this as a great opportunity for brick-and-mortar retail. You can't change the prices, but you can make your customers aware of and inform them about these fashion labels in your shop. In the end, this will benefit your turnover and the environment. Do you already put this into practice, and if so, how? [I look forward to hearing from you.](#)