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“Dance with
your heart,
the rest will
follow.”

- Horacio Ferrer



01 Editorial

The more digitalisation finds its way into our lives, the more important human-to-human relationships will become. The “real” world and the “virtual” world need not be mutually exclusive. The latter in particular offers many new and exciting opportunities. For example, the first Fashion Week to take place in the Metaverse. If brick-and-mortar retail reacts creatively and flexibly to trends, it does not need to fear online competition. I am convinced of this! Furthermore, if you put your whole heart into something, you will already have taken the biggest step towards success. Find out more on this my new blog post.

Stay human!
Monique Fischer

02 Blog: Digitalisation needs humanity: take the „mindstep“

We live in a world where digitalisation seems to determine everything and is making rapid progress. The metaverse is already on our doorstep, inviting us to live a virtual life. In the face of online retailing, e-commerce, social media, connected shopping and omnichannel strategies, brick-and-mortar retail must reflect on its strengths: person-to-person communication and products you can touch. [Read my new blog post on this to find out more.](#)

03 Trends 2022: The influence of Generation Alpha on retail

Again this year, Wunderman Thompson, one of the world's leading brand and customer experience agencies, published “The Future 100” report,

in which they forecast 100 trends for the current year. Emma Chiu, Global Director, is optimistic: “This year heralds a clear spirit of optimism and encourages playfulness and creativity.” I would like to share with you some of these trend forecasts that touch on retail in the following newsletters.

The first observation is that Generation Alpha, born between 2010 and 2025, is already exerting a huge influence on society. Brands and retailers are increasingly abandoning traditional gender categories, focusing instead on gender-neutral products and lines and setting up gender-neutral departments for toys and childcare. The topic of inclusion has also arrived in retail. This means a greater focus on children's physical and mental abilities. For example, through products that are oriented towards the limitations of users in terms of function and design, or barrier-free shops. In terms of sustainability, toy brands in particular have so far been making progress in terms of appealing to younger generations or their parents. Since last year, Mattel has been taking back its own used products and recycling the materials to produce new products. Furthermore, Lego unveiled its first prototype building block made from recycled plastic in June 2021.

So while Gen Z played a pioneering role and continues to do so, their younger siblings are following in their footsteps, reinforcing values such as gender neutrality, inclusion and sustainability.

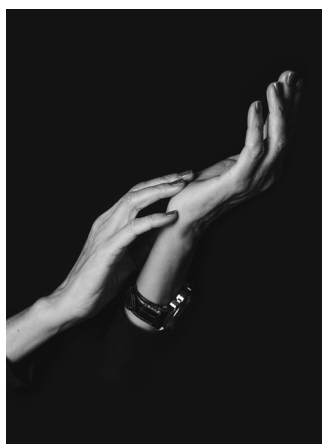
Sales News World!

Fashion Color Trend Report HW 2022/2023

The Pantone Color Institute has once again presented the ten hottest trend colours, as well as new editions of five colour classics, that are likely to define the coming collections of leading fashion designers. Light-filled pastels and energising colours reflect chaos and calm combined with nature-centred respect for the environment and a desire for serenity and well-being.

“Female View” exhibition

The exhibition focuses on the often neglected fashion photography of female photographers, most of whom have worked for influential magazines such as Harpers Bazaar and Vogue, thus shaping both the style of their time and that of other artists. Until 03.07.2022, the Kunsthalle St. Annen in Lübeck will be exhibiting photographs from fashion magazines using the exhibition space and the coffee table book, video productions and, above all, digital self-staging in today's social media.



04 The future is already here: First Fashion Week in the Metaverse

Runway shows, after-parties, immersive experiences, shopping, panel discussions and much more could be experienced at the first Fashion Week on Decentraland, a decentralised 3D platform for virtual reality. With over 60 participating brands, artists and designers, the #MVFW22 was a milestone in the global fashion industry. Traditional luxury fashion and digital brands gathered here to present their new collections. Dolce & Gabbana, Etro, Elie Saab, Estée Lauder and Philip Plein were among those present. After Paris, Milan, New York and London, Decentraland is now the place to be for the fashion industry. Fashion has gone virtual!

The metaverse is booming and experts predict that it is here to stay. What sounds like science fiction is still in the development stage, but a lot is already possible. Young people in particular will find the metaverse easy to navigate. As young people navigate gaming environments confidently and many of the traditional ways of marketing are no longer interesting to them, brands that want to be successful will have to reach their customers through the metaverse in future.