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"We begin to change when we begin to reflect."

- Humberto Maturana



01 Editorial

The world is changing, and that change is desperately needed. The past two years have taught us to remain agile and to rethink. We should take this dynamism with us into the future, because we're facing some big tasks: the fashion industry must focus on environmental protection and sustainability strategies in order to meet customers' desire for responsible consumption.

Companies that want to be cutting-edge and socially relevant are realising that they have to take the needs of their employees seriously. Speaking of cutting-edge, the first crypto concept has found its way into brick-and-mortar retail. But the tried and tested works too: offer your customers a special experience with personal shopping. I would also like to invite you to my "Mindstep" leadership seminar in the beautiful Italian town of Cipressa.

Have you started to change yet?

Monique Fischer

02 Blog: Brick-and-mortar retail as a place for responsible shopping

More and more clothing brands have realised how important it is to become climate neutral, both at the company and the product level.

After all, the fashion industry is one of the biggest polluters of all. Fortunately, it's not just companies that are rethinking, but also consumer behaviour and customers' attitudes that are changing significantly. [Read my new blog post](#) to find out which paths the fashion industry has already taken and what contribution brick-and-mortar retail can make.

03 Internal brand messages in transition: focus on employees

Another interesting trend identified by Wunderman Thompson's "The Future 100" report is a rebranding process within companies. They are updating their internal brand messages to remain socially relevant and appeal to today's employees. The goal is to meet contemporary demands and place the focus on their staff. This shift signals a new-found respect for employee well-being and satisfaction and demands a new understanding and empathy from employers.

Amazon, for example, seeks to be the best employer in the world for its 1.3 million staff members worldwide. The company has included this aspiration in its list of leadership principles. It intends for its leaders to work on creating "a safer, more productive, higher performing, more diverse, and fairer environment". In response to the rise of work-from-home jobs, which has caused frustration and a lack of work-life balance for many employees, Google released a manifesto with statements such as "It's OK to put your family before your work", and "It's OK to say you're not OK".

I think these are important and commendable approaches that, if really taken seriously, can change the culture of a company. What's true for big companies is equally true for small ones. These things are definitely worth imitating!

04 Personal shopping: focus on customers

Apart from a few exceptions, the pandemic-related restrictions have been lifted. Brick-and-mortar retail can once again welcome its customers with open arms and provide them with personal advice.

Sales News World!

“Crypto concept” flagship store in London

Luxury designer Philipp Plein's four-storey shop houses an NFT art gallery, The MoNA, as well as a Metaverse information centre where customers can get help with setting up a digital wallet or buying NFTs and digital fashion. Plein sees education on the latest digital developments as an important key to building and maintaining a solid customer base and as part of brand strategy.

International Woolmark Prize 2022 for Saul Nash

The London-based designer bridges the gap between active-wear and more formal requirements with his modern use of merino wool. Nash's collection takes advantage of merino wool and developed materials that enhance the quality of his designs without compromising their technical DNA. His focus has also been on minimising waste and emphasising movement and performance.



Personal shopping offers are a simple instrument for customer loyalty and the perfect opportunity to put the focus on your customers. Whether it's a new favourite piece, a new style or a business outfit, it's all about the person you're talking to. The art is to perceive and decipher all the information about the customer: body language, facial expressions and gestures. Ask specific, open questions: 'What are you looking for, exactly?' Then follow up by listening in the right way and reflecting the customer's wishes: „Have I understood you correctly? You're looking for something very special...“ Be aware of the customer's sensitivities, pick up on them and add your own ideas, and you will both come to a successful conclusion.

When everything is done right, including a feel-good atmosphere, exclusive treatment, inspiring advice, competent information and the staging of the product handover, customers will leave your shop with a good feeling and a pleasant memory of their purchase. What creative ideas do you use to implement personal shopping services in your shop?

05 A new approach to staff management: learn about „Mindstep“ under the Italian sun

In October, I would like to cordially invite you to my leadership seminar in the enchanting village of Cipressa, located in the very west of the San Lorenzo Valley in Liguria. It is said to be one of the most beautiful villages in Italy. There, you will learn about “Mindstep”. This is my concept of a new understanding of leadership and behaviour that can be implemented right away in everyday life. Using Tango Argentino, you will experience what “New Leadership” can feel like and learn to meet your employees where they are in order to take them with you on the path towards your goals.

My communication training is based on empathy, attention, appreciation and respect. Because if you can't communicate, you can't lead. Two-way dialogue, which uses the empathic dynamics of body language as an important factor of success for a new leadership culture, forms the basis of my concept. Following the seminar, you can experience a weekend of tango at the Tango Festivalito. More information will follow in the next newsletters.