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### 01 Editorial

I have written repeatedly about the major challenges facing brick-and-mortar retail in my newsletters. And indeed, it seems that the challenges are piling up. As if the pandemic, the war in Ukraine, supply chain problems and the threat of inflation weren't already raising enough issues, technology is also playing tricks on us, paralysing entire payment systems across Europe.

Is it any wonder that the flight into virtual worlds appears tempting? It is therefore all the more important that we keep strengthening ourselves mentally and drawing energy from positive experiences.

Enjoy reading about the current topics .

Monique Fischer

### 02 Blog: Are suburbs and popular travel destinations becoming new attractive locations for brick-and-mortar retail?

Historically, demand from suburban shoppers and holidaymakers has typically not been sufficiently high or consistent to guarantee continued business for retailers. This is changing. Luxury brands are beginning to shift their focus away from urban hotspots. During the pandemic, many people retreated to the suburbs or their holiday homes. Now the shops are going there, too. [In my latest blog post](#), I will explain what's behind this trend and why it might continue.

### 03 What payment options do you offer your customers?

What options you offer your customers so that they can pay conveniently plays a major role in their satisfaction and loyalty. Accepting cash and payment by EC or credit card, or in future by debit card, should continue to be a matter of course. Mobile payment using smartphones or smartwatches is becoming increasingly popular. This is meanwhile offered not only by Apple Pay and Google Pay, but also by many banks. Enabling your customers to shop and pay in your online shop and, if necessary, return the purchased goods to the shop and receive the corresponding amount refunded on the spot, is more of a technical challenge. Of course, the technologisation of payment processes also has its pitfalls, as the current malfunctions of certain payment terminals of the company Verifone have shown. For weeks, many brick-and-mortar retailers were only able to accept cash payments. The problem: a certificate error within certain versions of the software provided.

### 04 Trending: virtual flagship stores

According to a survey by Wunderman Thompson, 81 per cent of consumers worldwide believe that a brand's digital presence is just as important as on-site shops. This is prompting brands to make their e-commerce presence more visible and set up virtual flagship stores. Luxury brand Fendi has a 360-degree digital flagship store that offers visitors virtual tours and access to the latest collections.

**"I never dreamed about success, I worked for it."**

- Estée Lauder



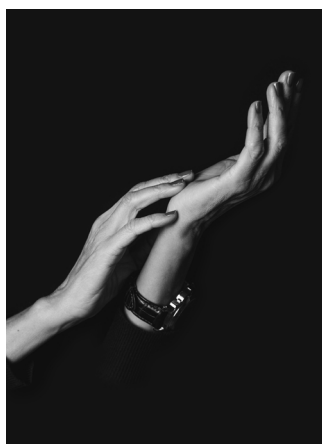
## Sales News World!

### Major clothing retailers are charging return fees again

Uniqlo and Zara are justifying this step with the rising costs of packaging and transport. Other big players like Amazon, Zalando and Otto have already announced that they will stick to their free returns policy. Too bad!

### Exhibition in Hamburg: Dressed. 7 women - 200 years of fashion

Clothing is not only practical and very personal, it is also a means of communication and self-expression. Starting in the 19th century, the exhibition presents seven fashion-conscious women and their attire. The focus is on the wearers, who are both performers and consumers of fashion, their personalities and their biographies. Whether haute couture, everyday, protest or avant-garde fashion: their clothes are as varied as their lives.



Hermès has opened digital flagship stores in Singapore, the United Arab Emirates and Thailand. Lancôme's first temporary virtual flagship store in Singapore offers 3D shopping experiences, consultations, educational events and a "discovery zone" where visitors can take a personality test to find out their strengths. Of course, tech big players are also participating in this trend. Samsung is cavorting about in the metaverse and recently opened a virtual replica of its flagship store in New York City in Decentraland. Are you wondering why many are jumping on this bandwagon? According to forecasts by market research firm eMarketer, the global e-commerce market will grow from USD 4.89 trillion in 2021 to USD 5.42 trillion in 2022. Festivalito. More information will follow in the next newsletters.

### 05 The price pressure on brick-and-mortar retail is increasing: Communicate with your customers

Europe is in a precarious situation. First the pandemic, now the Ukraine war, supply chain problems and rising inflation. With an inflation rate of 2,9 per cent in May, Switzerland is in a comparatively good position, while Germany and Austria are steadily approaching the 8-per-cent mark. This is having an impact on the shopping behaviour of consumers and thus on the brick-and-mortar retail trade. People are saving.

You will probably not be able to avoid price increases if you want to work economically and keep your employees. This is painful for consumers. That is why I recommend that you communicate and justify price increases externally and internally. Train your sales team so that they can explain to customers why higher prices are necessary. Maybe your customer will only buy one item instead of two or more, but your transparent communication will certainly be remembered positively, thereby strengthening the trust and loyalty of your customers - in good times and in bad.