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01 Editorial

This newsletter focuses on the nicer and more positive things in life. For me, this includes deep and honest relationships with other people, which play a huge role in brick-and-mortar retail too. In the management seminar in October and at the “Festivalito di Tango” straight afterwards, I show you how you can gear your mindset towards this. Do you sometimes dream of other times or indulge yourself in childhood memories? The retro trend in interior design reflects this longing. What’s more, the fact that the future of our earth is close to all of our hearts is probably undisputed. In this newsletter, you can also read about the measures that companies are taking to make a contribution.

Sending you a warm smile,
Monique Fischer

02 Blog: Personal shopping offers for the perfect staging of brick-and-mortar retail

Personal shopping offers are a valuable addition to the services of brick-and-mortar retailers in terms of establishing a trusting relationship with customers and transforming enthusiastic shoppers into loyal, regular customers. Through the skilful staging of a personal shopping experience, you can impress your customers with your expertise, understanding and stylistic confidence. Focus on your special strength: interpersonal communication. Celebrate exclusive advice by entering into the customer’s mindset, establishing a relationship with them and offering competent and agreeable support for several hours.

03 Invitation to the “Mindstep” management seminar

My exceptional management and sales training courses are based on my big passion: the Argentine tango. For me, it represents a “Mindstep” into a successful future. In a world in which the focus is on digitalisation, personal contact is all the more important. Likewise, the establishment of reliable relationships is an essential requirement for sales success in retail and for successful management. Using the dynamic tango as an example, I will show you what an important role care, attention, the ability to communicate and empathy play. The next management seminar will take place in Cipressa, Italy, on 12 and 13 October: [Click here](#)

04 Experience the “Festivalito di Tango”

Straight afterwards, I invite you to the “Festivalito di Tango”, likewise to be held there. Through this, I want to be able to share my passion and my love with tango friends from around the world. It is said that Cipressa, an enchanting little place in the very west of the San Lorenzo valley in Liguria, is one of Italy’s most beautiful villages. Here you will find not only Italian culture, beautiful sights, beaches and mountains, but also a very special luxury: authentic people, real encounters and deep connections. Even if you don’t dance the tango, the magical atmosphere will enchant you. We will celebrate life in the Chiesa Fortezza di San Pietro in Lingueglietta, a unique religious monument from the 13th century, from 14-16 October: [Click here](#)

“Feelings are the bridge to other people.”

- Sammy Molcho



Sales News World!

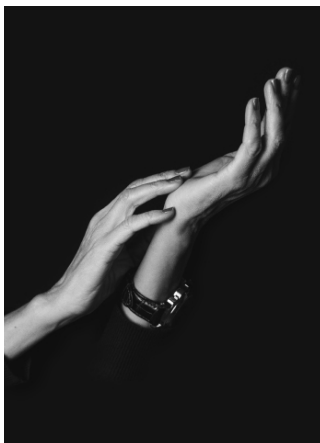
Consolidated expertise:

Zalando and Highsnobiety

Zalando, an online platform for fashion and lifestyle in Europe, and Highsnobiety, a media brand with global influence for street style and new luxury, are joining forces. Zalando has acquired a majority stake in Highsnobiety with the aim of creating even better shopping experiences and a more exciting and appealing online environment for customers and brand partners.

ODLO saves 12.3 tonnes of new fabric

Inspired by its voluntary commitment to work only with sustainable materials by 2030, ODLO, the Swiss manufacturer of functional clothing, is launching the WeAct children's collection: a concentrated children's clothing range that breathes new life into fabric remnants and saves them from the dump or waste incineration. Bravo!



05 Time travel: the trend for nostalgic interiors

In the latest Wunderman Thompson Report, which takes a look at trends and changes in 2022, a whole chapter is devoted to the retro trend. While people have turned to design inspired by nature over the last two years, nostalgic interiors are currently in fashion. Furnishings provide us with a sense of comfort, stability and security. Nostalgia offers us the opportunity to dream of past times. For instance, the creative agency Saint of Athens designed a jewellery shop in Mykonos, Greece, that alludes to the splendour of luxury swimming pools from a past era. The interior is furnished with pale-blue tiles and accents in red and white stripes. Furniture made of metal, vintage elements and specially produced blue terrazzo displays create a retro modern universe. Gucci Garden in Florence, Italy, in the Palazzo della Mercanzia is bringing the Renaissance back to life with original stone columns and antique Florentine furniture. The opening of the first LEGO store in Zurich, reminding us of wonderful moments of play from our childhood and that of our children, will also get many hearts beating that bit faster. What era do you dream about?

06 Setting a good example: ESG at Valextra

Valextra, the traditional Italian leather goods brand, is taking challenges relating to environmental, social and governance criteria (ESG) seriously. Valextra is committed to lowering its emissions by 46 percent by 2030 and so to being guided by the 1.5°C path specified in the 2015 Paris Agreement. As a result, the company is one of a few thousand worldwide that are taking on a leading role with respect to climate protection. Among other measures, renewable power is to be used in future, energy-saving bulbs will be fitted in sites such as factories, offices, boutiques and warehouses, and the electrification of most cars and delivery vehicles will be promoted. The emissions caused by goods sold, travel by employees and any waste arising from operations will be looked at increasingly. Guidelines developed for this purpose will apply not only internally but also for suppliers. Valextra is treading this path to make its growth future-proof, to save on costs, to be prepared for regulation, to drive forward innovation and competitiveness and, above all, to strengthen the trust of investors and consumers. An important step for the future of all of us!