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“If the name stands for a promise and this promise is kept – all over the world – the result is a brand.”

Horst Schulze,  
Founding Member of  
the Ritz Carlton Hotel  
Company



### 01 Editorial

One of the most important tasks of brick-and-mortar retail is not to lose sight of young target groups. Generation Z in particular enjoys spending time predominantly on the web, be it on social media or increasingly in the metaverse. This also has an impact on their buying behaviour. Nevertheless, there's no need for physical stores to be afraid. The huge offering and the desire of young people to act sustainably result in great uncertainty. This is where you can offer guidance.

In a few days, my management seminar “Mindstep” and, immediately after, the first “Festivalito di Tango” will take place in Cipressa, Italy. For those who like being spontaneous and last-minute decision-makers, there is still an opportunity to take part.

I would like to take this opportunity to thank my [1,000 fans on Facebook](#) who accompany me on my path and provide inspiration.

I look forward to taking the next step into a successful future with you.

Yours, Monique Fischer

### 02 Blog: Fashion shopping in the metaverse – big brands show what is possible

The metaverse is on everyone's lips! It could be described as a three-dimensional version of the Internet, as an interactive, creative, digital environment in which people work, play, make contacts and shop. While this is still very much in the future, interest in the potential of the virtual parallel world is huge.

For brands and the fashion industry, the metaverse offers new opportunities to appeal to Generation Z and other young consumers with an affinity for technology. [In my new blog post, you can read how shopping works in the metaverse and why it pays off.](#)

### 03 Generation Z between activism and excessive demands

Large numbers of Generation Z (10- to 25-year-olds) accuse their elders of throwing away their future through non-sustainable consumption. They say that too little is being done to protect the environment in particular and that tougher measures are needed. Nevertheless, they find it difficult to make sacrifices. This is evident in the study “Future Needs of Generation Z” by ECC KÖLN. Despite the high significance of the topic, young consumers feel overwhelmed by the almost infinite options. At the point of sale (POS) in particular, the retail can be a reliable partner. It is still ahead of social networks as a source of inspiration. The pricing factor should also be a focus: for 72 per cent of those surveyed, some of whom are soon to enter the world of work, price as a factor beats sustainability out of necessity.

For one in two people, brand plays an important role when shopping. Half of these pay attention to the brand's image and so to possible sustainability aspects. Honest and transparent communication at eye level with a view to socially important topics can be a genuine success factor for the retail industry and producers for this reason.

## Sales News World!

### Fewer items of clothing but of a higher quality

The number of items of clothing in German cupboards has decreased significantly in the last seven years: 340 million fewer garments are to be found. Items in cupboards are kept for longer. Young women in particular are driving the sustainable trend. These and other findings are taken from the “Nachhaltigkeit ist tragbar” (“Sustainable clothing”) study from Greenpeace.

### The sparkle of 1,000 stones

These days, a little glitz and glamour does you good. The chamber of wonders “The Art of Performance” presents the long history of Swarovski and the world of entertainment. It features cult outfits from stage and screen, including original outfits from Elton John, Cher and Dita von Teese, as well as Katy Perry’s chandelier dress by Moschino. It’s definitely worth a visit to Wattens in Austria.



### 04 YouTube outstrips TV advertising

Many companies continue to rely on traditional TV advertising as part of their marketing mix. Google commissioned international market research company Nielsen to perform an independent meta analysis, which was intended to take a closer look at the impact of the motion picture advertising of over 100 brands from the consumer goods industry in Germany. One of the findings: video advertisements on YouTube proved to be considerably more effective on average per advertising contact and enjoyed a bigger return on investment (ROI) than TV advertising, for instance by increasing reach both efficiently and effectively. Nevertheless, advertising on YouTube is still largely under-represented in the marketing mix. YouTube, which belongs to Google, already has a strong connected TV presence and now aims to supplement this with new interesting features for marketers. At first, this will be a service that is offered in the USA. Presumably it will not take long for it to spill over to us. It will be interesting to see TikTok and YouTube competing increasingly for the advertising spending of CTV.

### 05 „Mindstep“ leadership seminar on 12 and 13 October 2022

The management seminar “Mindstep” is taking place on 12 and 13 October 2022. Directly afterwards, I have set up the first “Festivalito di Tango” from 14 to 16 October 2022. There are still spaces available for both events, which will take place in the enchanting village of Cipressa in Italy. All additional information can be found on my website. [I would be delighted to present my world of “Mindstep” and the Argentine tango to you.](#)