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“It doesn’t matter how good a product is. If nobody buys it, it is worthless.”

Carsten Maschmeyer



### 01 Editorial

You might be forgiven for thinking that the pandemic, supply chain problems and a lack of staff were already posing big enough challenges for the retail sector. But now there’s also rising energy costs and, in the worst case scenario, energy shortages to contend with. This winter we’ll have to dress up warm and move a little closer together again, where possible. Perhaps your customers would welcome a hot cup of tea or a mug of mulled wine, which would also give your store a cosy and festive scent. We can’t change current circumstances, unfortunately, but we can change our mindset.

Think positive!  
Yours, Monique Fischer

### 02 Brick-and-mortar retail must offer experiences if it wishes to remain competitive

The transformation of brick-and-mortar shops into places of discovery is a development that will determine the success of a brand in the long term. This is one thing that experts agree on. If the retail industry succeeds in establishing stores as leisure venues and meeting places for like-minded individuals, revenue and market value can be increased with lasting effect.

Experiences should entice people into shops and the ecosystem of a company and create a community. Brands can develop a direct relationship with consumers through this. They have to position themselves in such a way that they can reach their customers and get in touch with them. The “house of brands” becomes a “house of friends” – offline and online. [Read more](#)

### 03 Lights off, doors shut – saving energy is also a major topic in the retail industry

Ingenious light installations, pleasant temperatures and the right music – important criteria for making shopping as nice as possible for customers. But now it’s a case of “Doors shut, lights off”. While these are sensible measures for saving energy and costs, the fear is that fewer people will come into stores. In Germany, it has been decreed that shop windows are no longer to be lit up from 10.00 p.m. until 6.00 a.m. Shorter opening hours and the foregoing of Christmas lights are also a topic of discussion everywhere, despite it being the final few months of the year when many were hoping for good Christmas business.

How are you tackling energy-saving measures and what creative ideas are you using to still make shopping a great experience for your customers?

### 04 Instagram plans new shopping functions

In recent weeks it has been repeatedly reported that Instagram is planning to dramatically reduce its shopping functions. The reason? It wishes to shift the focus of its e-commerce activities to those who drive advertising – and hence the advertising income of Meta – directly. Shopping will still be possible within the app, but will probably be focused on existing formats such as stories or reels. A simplified shopping page called “Tab Lite” may replace the existing shopping function.

## Sales News World!

### Back into circulation

74 percent – a total of 494,000 tonnes – of non-reusable old textiles are available for fibre-to-fibre recycling. This means that EUR 74 million could be generated per year by re-introducing sorted and recycled textiles into the value chain. This was the finding of a study by the global sustainability initiative Fashion for Good based on six European countries.

### New release: Hugo x Replay

The two brands' Capsule Collection features trendy denim styles for men and women combined with casual jersey pieces. The faces of the social first campaign are TikTok stars Oluwanifewa Agunbiade, Louis Powell and Isla Loba.

Meta itself is holding back on information but is already testing various options among different users. Is the shopping button still shown in your feed or have you already become acquainted with the new shopping platform? I look forward to you sharing your experiences with me.

### 05 Magical nights at the “Festivalito di Tango”

My heart's desire came true! I was privileged to inaugurate the “Festivalito di Tango” in October. What an experience! At the event we celebrated dance, passion and love with tango friends from all over the world. Together we dived into the world of the Tango Argentino. From new friendships to the tango at the milonga to the dinner together, I was able to create great memories with my guests. The beautiful place Cipressa as well as the Chiesa-Fortezza di San Pietro in Lingueglietta created a magical atmosphere.

Many thanks to all the guests for the great experiences and an unforgettable and magical weekend. For all those who could not be there: There is more to come!

