

Consulting News

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Samy Molcho

«*Only emotion moves us.*»

01 Editorial

What are your goals for 2023? What would you like to optimise, and what challenges will you tackle in your company and with your employees? Brands and brick-and-mortar retailers face the same challenge: Meeting customers' high demands and optimally designing the customer journey and supply chains. You can read more about what needs to be considered here. Change is also appropriate for me, so I am realigning my social media channels. And, looking back, I take you with me to the „Festivalito di Tango“.

Have fun on your journey.
Yours, Monique Fischer

02 Fancy a trip? Accompany your customers on their Customer Journey

I would like to use the beginning of the new year to go on a journey with you and your customers. Like any journey, the customer journey must be well planned to ensure that your customers say „goodbye“ at the end, satisfied, with positive experiences and full pockets. And mean it.

[Read more](#)

03 Four trends that (luxury) brands must master

The current luxury goods industry is influenced by four major trends, according to the study „PERSONAL LUXURY. Supply Chain challenges & how to prepare for the future“ by Arvato Supply Chain Solutions and the consultancy Roland Berger.

Firstly, target groups have changed, and with them, the expectations of luxury brands and retailers. Gen Z and millennials demand a consistent yet unique customer experience at all touchpoints and in the subsequent use of the product, increasingly shop online and are highly sensitive to sustainability issues.

Secondly, product complexity has increased. Luxury products are expected to go beyond standardised lines and have an increasing degree of personalisation and local product collections.

Third, distribution channels are changing as a result. Consumers are demanding omnichannel access to luxury products. In particular, the shift to online retailing means that consumer expectations of short delivery times and flexibility in shipping options are extraordinarily high. This affects a company's planning activities, supply chain, and logistics process.

Fourth, new government regulations and external market uncertainties create instability in the business environment. These burden distribution operations in different regions, for example, with high customs duties, or lead to problems in logistics. So, the urgent tasks for luxury brands and retailers are to integrate channels and consumer data for a better customer experience, manage inventory across regions and channels, and cope with rising operational costs and transparency to make the sustainable footprint comprehensible to customers.

No brand can afford to sleep through the demands of the future. Luxury brands have a unique role to play here. A recent example shows how quickly great damage can be done. The luxury fashion label Balenciaga stopped an advertising campaign in which shots of children glorify sexual violence against minors, according to critics. Why the company crossed the line is unclear. It also leaves a stale aftertaste, as Balenciaga does not take responsibility for the campaign but tries to shift it onto the production company. Headlines like this can cause lasting damage to a company. This makes the task of meeting the demanding needs of customers along the entire customer journey and supply chain all more critical.

04 Join me on LinkedIn & Co.

Do you already know my activities on social media channels? If you want to follow me, you will regularly find new posts and impulses on LinkedIn, Instagram, and Facebook. I also use the beginning of the year to present my concerns in an even more optimal and client-oriented way. Often it is small steps that bring about change. Let me surprise you:

[Read more](#)

05 The „Festivalito di Tango“ in pictures

In October, I was able to share my passion and love for Tango Argentino with tango friends from all over the world. In Cipressa, the enchanting village in the very west of the San Lorenzo Valley in Liguria, you can find particular luxury: authentic people, real encounters, and deep connections. In the Chiesa Fortezza di San Pietro in Lingueglietta, a unique religious monument from the 13th century, I did the „mindstep“ with my guests. See for yourself and be inspired:

[Read more](#)



Vertriebs News WELT!

Max Mutzke: Hutträger des Jahres 2022

Am liebsten trägt Max Mutzke Herrenhüte in den Formen Player, Fedora oder Traveller in vielen Farben und Herrenmützen. So kennen ihn die Fans bei seinen Konzerten oder zahlreichen TV-Auftritten. Gewählt haben ihn die Mitglieder des Hutverband GDH e. V., alles inhabergeführte Hutfachgeschäfte mit langer Tradition.

Virtual Dressing mit Snapchat

Die Foto-App Snapchat hat «Try On» in Deutschland gestartet. Die Anwendung soll die virtuelle Anprobe von Kleidung und Accessoires sowohl für Kund:innen als auch den Handel einfacher machen. Zalando ist der erste Onlinehändler, der die Funktion ausgewählten Zielgruppen zur Verfügung stellt.