

Consulting News

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«In the long term, there is a shift in the value paradigm away from quantity and toward quality.»

Theresa Schleicher, Zukunftsinstitut

01 Editorial

The textile industry faces great challenges, but also great opportunities. The growing demand for sustainable fashion requires a rethink in the production, distribution, and consumption of clothing. Companies have an important role in designing and implementing circular processes. They must not only understand and meet the needs and expectations of their customers, but also consider the opportunities and challenges of their suppliers and business partners. They need to be innovative and explore new sales channels such as online platforms, sharing and leasing systems or second-hand markets. This is the only way to ensure that their products make a positive contribution to the circular economy and secure their success in the textile industry.

Become a game changer!
Yours Monique Fischer

02 Circular Economy doesn't mean going in circles

Textiles are a fundamental part of everyday life - from towels to clothing and car seats to bedding. Worldwide, more than 60 million people work in the textile and apparel industry, most of them in developing and emerging countries. The economic sector consists of strong international interdependencies, and the supply chains are complex. What's more, it is one of the biggest CO2 emitters. Four billion tons of CO2 annually - that's how high the emissions of the global textile industry are.

The current system for the production, distribution and use of clothing is linear. Fortunately, the textile industry has now woken up and is keen to promote circular economy and reduce environmental impacts.

[Read my new blog post](#)

03 Global fashion brands shift their investments to wholesale channels

In a recent survey by digital wholesale platform Joor, nearly three-quarters of brands surveyed said wholesale accounts for more than half of their sales, with half seeing wholesale as the most important investment channel ahead of e-commerce and brick-and-mortar retail. One-third reported a shift from direct-to-consumer to wholesale. According to Joor, this trend is most pronounced in Asia Pacific and Europe.

There is no doubt that wholesaling brings some advantages: products can be marketed on a broad basis and new customers can be acquired more easily, distribution costs are reduced, the risk of supply bottlenecks is reduced, and the level of brand awareness can grow. But there are two sides to every coin: Profit margins become smaller and fashion brands have less control over how their products are presented and sold. The risk of dependency should also not be underestimated if the wholesaler's share of sales becomes too large.

Whether and to what extent it makes sense to cooperate with wholesalers is something each brand must weigh up for itself individually, depending on its economic situation, its goals and visions. As an expert for international distribution, I would be happy to support you in this process.

[Sales is my competence](#)



04 Ask me anything – Success and Entrepreneurship

On social media, I invited people to ask me questions about business, business management and career development in the fashion and textile industry. I was very pleased with the feedback, and I am happy to share my expertise and views with you to support you in your professional or even personal development.

You can find my answer to the keywords such as success and self-employment on LinkedIn.

[Let's learn from each other!](#)

05 This was Festivalito di Tango

In October I had the pleasure to inaugurate the „Festivalito di Tango“ for the second time. With tango friends from all over the world I celebrated there the dance, the passion, and the love. Together we had dived into the mysterious world of tango, made new friends, and created unforgettable memories. The beautiful village of Cipressa and the Chiesa-Fortezza di San Pietro in Lingueglietta are the perfect location for this event. Many thanks to all the guests for the great experiences and the magical weekend. A big thank you also to Romina Godoy and Julio Bassan who gave us a demonstration. And to all those who could not be there, I invite you to follow on social media to be ready for next year.

[Instagram](#)



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Adidas: Pop-up-Store «Laundromat»

The brand presents a new concept in Berlin inspired by a laundromat. The basic idea is to combine innovation and sustainability with local youth and neighborhood culture. Adidas is deliberately keeping a low profile with its own branding to focus on the product range and local partners.

Detecting Fakeshops

Fake stores cause millions in damages. The sites look quite normal. The offer is good. But then the goods don't arrive. Over the years, fake stores have become increasingly professional and difficult to recognize, even for experienced Internet users. That's why the consumer centers in Germany have developed an app: Fakeshop Finder.