

Consulting News

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« Fashion designers offer one of the last refuges of the marvelous. They are, in a way, the *masters of dreams...* »

Christian Dior

01 Editorial

The atmosphere is tense, given the current challenges, but I can still see a lot of confidence and drive in people's faces. At a time when the industry is struggling with uncertainty and conflict, it is even more important to network, learn from each other, and find solutions together. As a curator in the lifestyle sector, I visited Pitti Immagine Uomo in Florence in January to recognize challenges, identify possible solutions, and build bridges. Florence, a leading city in fashion and manufacturing, is the perfect place to meet international customers and suppliers. I returned with a suitcase full of inspiration.

Yours, Monique Fischer

02 My Principles of Success: # 2 Setting boundaries

I show clear boundaries: This far and no further! This is how I guide other people. A no generates respect. Because if you don't set boundaries, you have no profile. This is particularly difficult for women. Because they usually try to please everyone and don't reap what they hoped for. This creates a sense of being taken for granted that rarely feels good. That's why I pay close attention to what I want and don't want.

[My Profile](#)

03 Store Design: key to healthy employees – and happy customers

The most valuable asset you have is your employees. We've known it for a long time: nothing works without motivated, satisfied, and healthy employees. While career incentives have primarily focused on career prospects and financial incentives, recent research has found that the most valuable benefits companies can offer are those that improve employees' mental health. The right store design can influence employees' mental health, boosting their well-being, motivation, performance, and satisfaction. What's more, anything good for your sales staff will also ensure a positive customer shopping experience.

[Read my new blog post](#)

04 Buy Now Pay Later on the rise

A financing approach that is not new but is currently experiencing a second spring in the fashion industry. From mainstream to luxury, several brands have already jumped on the bandwagon - facilitated by payment providers such as Klarna or Paypal. A recent YouGov report shows that younger generations are increasingly turning to this payment option. In the fashion industry, BNPL is still in its infancy, but one in five consumers worldwide has already used this option. BNPL could be an opportunity to appeal to younger target groups. In the 18-24 age group, 40 percent already use this service, with usage rising to 42 percent among 25-34-year-olds. As these BNPL users are increasingly active on social media, it makes sense to strengthen communication strategies, especially via digital channels. Potential partnerships with people who have a high number of followers could further increase reach. What experience have you already had with BNPL?

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Zara becomes «green»

Previously better known as a fast fashion brand, Zara is now introducing its 'Pre-Owned' circular model to the German market. The aim is to extend the garments' life cycle and thus significantly contribute to reducing textile waste. Among other things, the 'Pre-Owned' model offers clothing repairs or the opportunity to donate old clothing items from its own and other brands, including a collection service.

New attempt for Plein Sport

Fashion designer Philipp Plein, known for his lavish and extravagant fashion creations, is taking a new approach with his sportswear line Plein Sport. The aim is to create a brand with a unique identity, distribution channels, prices, and target groups. The sportswear line, specifically tailored to fitness enthusiasts and runners, aims to occupy a niche in the highly competitive sportswear sector.

