

Consulting News

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- 01 Editorial
- 02 Year after year ... the Christmas Season comes around
- 03 Retail as an employer
- 04 The fight against ultra-fast fashion
- 05 Success Principle # 10 People
- 06 Rethinking employee management: take the 'Mindstep'



«Out of the drawer, into *uniqueness*.»

Konrad Knoblauch GmbH

01 Editorial

Retail is currently transforming the point of sale (POS) to the point of experience (POX). The orientation of brands is shifting towards focusing on personal relationships. Today, a shop is more than just a place to shop. People are looking for connections. Retailers need to cater to this growing need for community and connection and offer experiences that cater to their audience and help create the kind of brand loyalty that keeps customers coming back. A great example of this is LUISAVIAROMA in Florence. [See for yourself!](#)

Yours, Monique Fischer

02 Year after year ... the Christmas Season comes around

Do you remember the anticipation of Christmas as a child? How you used to press your nose against the shop windows to watch the gnome's baking biscuits and the hedgehog family wrapping presents? These fairytale worlds made me dream and my mum despair as she could hardly loose me away from the window. It was like immersing myself in another world. Is this kitsch or nostalgic daydreaming? Perhaps, but wouldn't it be that this is exactly what your customers are looking for? A brief escape from reality, away from war and climate change? This longing could help us to let our customers dream again and ask ourselves: 'What makes them happy, how can I inspire them and convey this sensual happiness to them?'

[Read my new blog post](#)

03 Retail as an employer

According to the ifo Institute, companies in both industry and retail are planning to cut staff significantly more than they are hiring. The German Economic Institute (IW) expects that there will be a shortage of around 37,000 sales staff by 2027. There are already shortages of sales staff in many places, partly because many employees have reorganized their careers during the coronavirus pandemic and have not returned to their old jobs. It can't be down to pay, as studies show that sales professionals can earn good money. What also makes the retail sector attractive as an employer is that it can offer a wide and flexible range of part-time jobs due to the typical shop opening hours and rush hours. Employers therefore not only have to invest a lot of energy in finding workers, but also in keeping them in the company.

04 The fight against ultra-fast fashion

Chinese online retailers such as Temu and Shein are flooding Europe with cheap products. However, the quality, origin and production of the goods are widely criticized. In France, members of the National Assembly have now voted unanimously in favor of a draft law against ultra-fast fashion, which provides for advertising bans and penalties of up to 50 percent of the sales price. The EU strategy for sustainable and recyclable textiles stipulates that by 2030, all textile products on the EU market should be repairable, made from recycled fibers, free of harmful substances, durable, fully recyclable, and produced under socially and environmentally responsible conditions. That would be the end of fast fashion in Europe. What do you think of these measures?



05 Success Principle # 10 People

Success always requires companions. People who support us, encourage us in critical situations, criticize us positively, and celebrate our success with us. This includes getting people behind us and inspiring them for the common goal through constant communication. I try to meet people where they are. Clearly define and communicate goals. Working out the way there together and reaching milestones together creates a sense of unity.

[My philosophy](#)

06 Rethinking employee management: take the 'Mindstep'

The 'Mindstep' is my concept of a new understanding of leadership and leadership behavior that can be implemented immediately in everyday life. Using Tango Argentino, you will experience in a very concrete way what 'New Leadership' can feel like and learn to take your employees with you on the way to your goal. My communication training is based on empathy, attentiveness, appreciation, and respect. Because if you can't communicate, you can't lead.

[Learn more](#)



Consulting News WORLD!

On opens its first shop in Italy

In the historic center of Milan, running, training, tennis, and lifestyle products will be on display over two floors covering more than 400 square meters. The company promises to offer a constantly evolving experience over the coming months.

The most popular fashion brand on TikTok...

...is by far the luxury fashion house Louis Vuitton (14 million users). In second place is the Spanish fast fashion giant Zara with 11.8 million followers, closely followed by the Chinese ultra-fast fashion company Shein with 9.5 million fans.