

# Consulting News

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«Whatever life throws at me I'll take it and *be grateful* for it as well.»

Tom Felton

## 01 Editorial

The feared market decline has become a reality. 2025 will be a challenging year for the fashion industry - you can already feel it. Jelmoli is closing its doors, and Macy's in the USA has abandoned its most iconic Christmas decorations to cut costs.

But it is precisely in turbulent times that opportunities arise! Whether by expanding into new markets, optimizing supply chains or adapting to changing needs. Growth can only be achieved by skillfully navigating a maze of increasingly complex challenges, but it is possible. Leaders who recognize the positive potential - whether geographic, demographic or technological - and adapt will be successful.

Stay courageous and optimistic. Together, we can overcome the challenges and reach new heights. I wish you a successful, healthy and happy new year 2025!

Yours, Monique Fischer

## 02 Retail-Trends 2025: What challenges does the retail sector face?

New year, new trends? Not really, because most of the trends in retail have been with us for quite some time. Some exciting results from the joint study “How we will shop in the future: Trends in retail 2025” by KPMG, EHI, HDE and Kantar TNS on shopping behavior and consumer expectations, I take a closer look in the new blog post.

[Read the blog article now](#)

## 03 You are not a leader, you become a leader

Leading people is a wonderful task and a great challenge at the same time. Executives are on the front line and are responsible for employees, company processes and achieving the goals of their department or company. Being a good leader requires a combination of skills, experience, and personal qualities. Furthermore, leadership is essentially a question of mindset. Believe that you are up to the task, otherwise, you would not be given the opportunity. In my experience, a good manager and leader is characterized above all by efficient and effective personnel management as well as clear and transparent communication - towards superiors, because they can support them in their task; towards employees, because they are their most important asset.

Over the next few months, I will provide you with valuable impulses on your way to becoming a manager. Start by asking yourself the following questions:

- How can I implement my tasks?
- What do I need to become a good manager?
- Who can support me and how?
- What do I still need to learn to fulfill my new role well?

[My leadership trainings](#)

## 04 The “hidden” master plan of ruin: abandon quality and innovation

Why invest in the future when staying in the past is cheaper? Rely on yesterday's bestseller management - cheaply and without risk. Trend scouts? Oh, they can take a break. Reduce material costs by using inferior fabrics and ignore current trends to increase margins. And while you're at it: Why hire your designers at all when you can buy cheap designs from Asia? And why innovate when you can simply measure yourself against weaker competitors?

But seriously: sustainable success requires more than short-term profits. If you want to invest in the future, you should focus on quality, innovation and a strong identity. Authentic design, high-quality materials and the willingness to not only follow trends but to help shape them are the basis for long-term growth and the loyalty of your customers.



## Consulting News WORLD!

### Influencer marketing in an authenticity crisis?

This is because consumers increasingly value genuine engagement instead of mass advertising. Brands should therefore shift their focus from influencers with a large reach to smaller creators to achieve more authentic partnerships, long-term collaborations and better engagement. These are the findings of the marketing agency Somebody Digital based on recent data.

### Zimmermann opens first store in Germany

The Australian fashion brand has opened its own flagship store in Munich, which marks the start of a retail roll-out in the DACH region. The next openings are planned for Zurich and Venice.