

Consulting News

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Klaus Kobjoll

«If you set yourself a difficult task, you don't need to be afraid that you will have a lot of competition.»

01 Editorial

The last few years in the fashion industry have been one thing above all: a time of change. Digitalization, driven by the pandemic, has completely redefined the retail concept - from the customer journey to the purchase decision. At the same time, customers' awareness of sustainability has grown significantly. Today, it is no longer a trend, but a standard. The fashion industry finds itself in an exciting area of tension between innovation, responsibility and experience. I think this is precisely where its new strength lies. How do you see it?

Your Monique Fischer

02 "Turning brands into value." My conversation with Alexander Biesalski

"Turning brands into value" is not just a guiding principle, but the personal mission of Alexander Biesalski, founder and Managing Partner of BIESALSKI & COMPANY. I had the opportunity to talk to Alexander about some exciting questions relating to brand management. One of them was: "When does a product become a brand?" In other words, when do customers start to not only recognize a product, but also associate it with real value, performance and trust? The answer is complex - and shows once again how central a clear, lived brand identity is for a company's long-term success.

[Watch the Video](#)

03 Shaping the future of retail with AI and heart

Artificial intelligence (AI) and generative AI have long been more than just technical visions - they are opening new ways for retailers to combine customer proximity, efficiency and innovation. Even if data protection and a shortage of skilled workers still pose challenges, the mood is optimistic. Many companies have recognized this: Those who boldly invest in AI today will shape tomorrow's retail: more personal, faster and more successful.

[Read more](#)

04 The path to leadership: Efficient time management

As a manager, you must juggle many tasks at the same time. Prioritize your time, set clear goals and learn to delegate tasks. This will free up your time and involve and motivate your employees at the same time.

[My Leadership trainings](#)

05 The "Hidden" master plan of ruin: competitor analysis? Unnecessary!

Your company is special anyway, it always has been! But true uniqueness does not come from constantly setting yourself apart from others. Successful companies know that they don't have to measure themselves against others. They define themselves through their values, their vision and their innovation. They do not focus on standing out from the competition, but on always remaining authentic and following their unique path. Because true strength does not come from comparison, but from the conviction that your company already has everything it needs to shape the future.

[My Leadership trainings](#)

06 Save the Date: 03.-04. Oktober 2025 – Festivalito di Tango

I am delighted to announce the new edition of the Festivalito di Tango. Tango enthusiasts from all over the world will once again come together in Italy to share their passion and immerse themselves in the fascinating world of Argentine tango. Even if you don't dance (yet) - let yourself be enchanted by the magical atmosphere! The Chiesa Fortezza di San Pietro in Lingueglietta - an impressive 13th century church - offers the perfect setting to celebrate life, music and the moment together. I look forward to immersing myself in the fabulous world of tango with you.

[Information & Registration](#)

Vertriebs News WELT!

Karl Lagerfeld in Hamburg

The new store pays homage to the designer's origins and offers the brand's complete range. The 183 m² store has a bright, minimalist and open design. Clear lines emphasize the brand's aesthetic.

Prada acquires Versace

The Italian fashion group Prada is taking over Versace from the US group Capri Holdings. The company is thus creating an Italian luxury group that can compete with its major international rivals LVMH and Kering. Prada already owns the Miu Miu, Church's and Car Shoe brands.

