

# Consulting News

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«Success is not an *accident*, success is actually *a choice*»

Stephen Curry

## 01 Editorial

The retail landscape is changing rapidly, and collaborative commerce is increasingly becoming the key to success. Strategic partnerships are essential today to remain competitive, promote growth and strengthen resilience. They create synergies that go far beyond sharing resources and exchanging ideas. Whether in joint product developments, innovative sales models or new distribution channels - the aim is to offer a product range that is precisely tailored to customers' needs. The role of consumers has also changed: They have long been active co-creators of the brand experience. This requires collaboration that delivers products and creates a personalized, holistic experience. Are you ready to take advantage of these opportunities?

Ihre Monique Fischer

## 02 Pitti Immagine: Well attended and inspiring

Positive vibes, wonderfully styled people, and exciting conversations: Pitti Immagine attracted many well-known and interesting visitors from all over the world. The enormous rush satisfied many exhibitors. Nevertheless, it was clear that 2024 was a challenging year. Many brands are focusing on safety - innovation is taking a back seat. Quality and price are major topics. Product ranges are being streamlined, and brands are being discontinued. Is this the answer to the challenges of 2025?

Pitti is and will remain a mood-setter that promotes positivity and innovation, facilitates a qualified exchange with industry experts, and strengthens and expands our networks. A real experience with a great emotional impact that reminds us why we love this industry so much. Let's transfer this love and passion, this emotionality into our everyday lives. It would make our lives much better and improve the mood in our country!

## 03 International expansion: Is your market entry strategy well-thought-out?

In one of my last projects, I was responsible for setting up an international sales channel. An exciting and challenging task that went far beyond strategic skills. Two key questions always took center stage: Which sales channels fit in with the company's goals? How do we create sustainable structures that enable long-term growth?

First and foremost was a detailed market and target group analysis, because only those who know their potential customers can tailor pricing, sales channels, communication, marketing, and logistics precisely. Consumers differ considerably depending on the country.

[Read more](#)

## 04 What is the essence of good leadership?

In my experience, the inner and outer attitudes are the best basis. A positive mindset, clear values, positive thinking, and authentic actions are essential for successful leadership. Your charisma, your body language, and your charisma are crucial for inspiring people and taking them with you on your journey. How do you see it? Feel free to drop me an email at [mf@moniquefischer-consulting.ch](mailto:mf@moniquefischer-consulting.ch).

[My leadership seminars](#)

## 05 The “Hidden” master plan of ruin: Who needs loyal (and expensive!) regular customers?

Wondering why you should focus on customers? Don't listen to your marketing and sales team, because they don't know what they're doing. Who needs loyal (and expensive!) regular customers? Rather focus on the latest trends and ignore the needs of your existing customers. Forget about your positioning and always compare yourself with young, up-and-coming brands - after all, you want to be “modern”!

All joking aside: Of course, customer focus is crucial to the success of a business. Listening, adapting, and cultivating long-term relationships is the key to understanding the market and delivering products that are relevant to the target group. The most successful companies never lose sight of the fact that success is only sustainable if it is driven by the needs and desires of their customers.

## Consulting News WORLD!

### Partnership: Adidas x Mercedes-AMG Petronas

The company is designing a collection for the entire Formula 1 team as well as limited-edition fan merchandise. The first collection will be presented in February and is available online and from selected partners.

### Zalando shortens return policy to 30 days

The online retailer wants to improve the availability of certain items and offer a larger range. New functions that make shopping easier are also to be tested. Experts also suspect logistical reasons, as many items are “out of stock” after just a few weeks.

