

Dear Readers,

The fashion industry today is nothing like it was even relatively recently. Here is a normal shopping transaction that would have sounded unthinkable to most of us only a decade ago: Ms. X is hesitating between two summer tops; after having her body shape reassessed, encouraged by a style advisor, she eventually decides on one and purchases it from store Y over 500 miles away from her home (it offers the best price deal); no human interaction is involved and no words are exchanged as Ms. X is doing it while on board a plane with her tablet.

The challenges that lie ahead are multi-dimensional. Brick-and-mortar stores are affected by the new world. E-commerce is feeling the pressure to stay ahead of the changes, too; in this issue we have asked 10 of the world's online retailers about their vision of the future. They came back with one strong message: online retail is only in its infancy – the opportunities are out there, countless and, as of yet, unpredictable.

But complaining about the challenges of today's world doesn't help: we as an industry must find ways not only to attract consumers' fancy, but also to educate them. WeAr has asked fashion's leading CEOs how the industry could be changed for the better. We invite you to take a look: maybe you could help make some of their suggestions a reality.

The days of people waiting in line in front of stores are over – or are they? Multiple brick-and-mortar stores are now reinventing physical retail: they increasingly focus on each single consumer group, combining shopping with events – be it music, art, talks or anything else that draws the right consumer group in.

Menswear is growing like never before: leading stores are extending their departments to cater to these demands; there is a rise in in-store barber shops and cafes; and gadgets are helping menswear retailers to increase profit.

The share of fast fashion may be growing, but consumers' awareness of its costs is growing, too. Customer demand for better, more sustainable practices is now met by digital platforms that inform shoppers about a brand's ethical and environmental profile and thus facilitate shopping decisions. A good grasp of these apps may help you to attract the more conscious consumer to your store – our review of some key applications is there to help.

The time to be innovative, creative and make bold decisions that instigate change is now – everything is possible.

We at WeAr are also constantly working to offer you new ways to discover brands and get in touch with them from the comfort of your desk: the next edition of WeAr Select Digital (www.wearglobalnetwork.com/wearselect) will be out in September 2016 and, once again, filled with new ideas and brands that will benefit your portfolio.

We are here to support you and hope this issue helps you to navigate the complex, ever-changing, challenging and exciting contemporary fashion landscape.

Warmest wishes and, as always, here's to your business's success.

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Editors