

# HOW TO IMPROVE THE INDUSTRY?

WeAr ASKS MAJOR FASHION INFLUENCERS: "IF THERE WAS ONE THING YOU COULD CHANGE ABOUT THE FASHION INDUSTRY TO MAKE IT BETTER, WHAT WOULD IT BE?"

**ANDREA CANÈ**  
CREATIVE DIRECTOR,  
WOOLRICH EUROPE

I think something that should be changed is the current European retail sales calendar: fashion retail seasons need to be re-aligned with the climatic seasons and the real purchase habits.

**JASON DENHAM**  
FOUNDER AND CEO, DENHAM

Things should always move on. I love that designer brands and catwalk collections are starting to go direct to market in order to compete with fast fashion. We at Denham are doing the same thing – in April we will launch our next generation Denim Concept that will go direct to the market. We have already produced the goods for our retail partners. The beauty of our industry is there are no rules. The only question is are we ready to break the routines?



**ROBIN CHRETIEN**  
FOUNDER AND DESIGNER,  
ROBIN'S JEAN

Robin's Jean has already been making the fashion industry better by producing and manufacturing our jeans here in the US since 2005. This reduces our carbon footprint and creates jobs for Americans. Hopefully, more [American] brands will soon adopt the practice of 'Made in USA'.

**CONNIE STOECKL**  
HEAD OF MARKETING, LACOSTE  
FOOTWEAR AT PENTLAND  
BRANDS

Industry: be brave, believe in what you do, follow selective distribution and know your consumer better!  
Retailer: be braver, believe in what you are doing, stop cherry-picking and be authentic! Consumer: buy less – but better (quality), buy authentic goods and less crap!



**LANDO SIMONETTI**  
FOUNDER, LA MARTINA

What we call 'fashion' is now changing into something different: people have so many choices, and the general quality of the products is very high, so they choose to buy a brand because somehow they share its general vision of life and ethics. The fashion industry needs to work on values, approaching brand and sales strategies through a strong commitment to real and deep consumer needs: it can be sustainability, integrity or health, but it must be values that define our identity and our future.

**GIULIO COLOMBO**  
CEO, COLMAR

I would like to find a better balance between the in-season and sales prices. The retail selling season should be longer, and the custom should not be concentrated so heavily in the sales period. The whole fashion system would benefit from this.