

ANITA TILLMANN
CEO, PREMIUM EXHIBITIONS

As a trade show organizer, I am inspired by creating platforms to match designers, brands and buyers. For a change, I would recommend to the different players to lose the old school attitude in order to generate more exchange and to be able to conduct more and better business. A new kind of attitude is desirable – less arrogant, more open.

THOMAS WIRTH
CEO, REPLAY GERMANY

I would make the fashion world a better place. It's sad that this sounds utopian while it should be a realistic overall aim for all of us, from the supply chain to the industry and customers. So if I had a superpower, I would change working and payment conditions immediately, and, at the same time, I would call upon consciousness, foresight and, eventually, our buying behavior.

ANDRÉ BERGER
MANAGING DIRECTOR,
HANDSTICH

If I would have the power to change one thing, I would choose TIMING. The main focus should be to approach the market with the right product in the right time and the right doses. If a consumer feels the need, has a reason for buying new things, gets sufficiently attracted, we all could avoid sales, off-price goods and bored customers.

LUCA BERTI
CREATIVE DIRECTOR, CROCKER

In a world where in the next 5 years there will be more change than in the previous 70, fashion will have to face many challenges. It would be good to reduce the chain that takes the product from the producer to the consumer, but a lot of business happens in the middle of this chain, where agents and retailers decide what styles will make it into the market. So, a way of changing things would be to look at synergies between the old and the emerging new sales systems.

PROF. DILYS WILLIAMS
DIRECTOR, CENTRE FOR
SUSTAINABLE FASHION AT
LONDON COLLEGE OF FASHION,
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... it would be to treat each piece as a work of art, an heirloom. Cherished, carefully handled, loved, worn, shared, its details observed to see its creator, its origins, its meaning. Its intangible elements would be valued as much as its technical and material ones. This is not to say that fashion would stand still, get old, lose its novelty, but that its meaning would be its currency, sometimes on display, sometimes mixed with new things, at other times carefully stored, or passed on but never discarded or undervalued.

MIRKO GHIGNONE
OWNER, AVANT TOI

If I were to change something in fashion, I would make it more fun, more comfortable and more natural, and slow down the culture of fast fashion.

JUDITH DOMMERMUTH
FOUNDER AND CREATIVE DIRECTOR, JUVIA

If I could change one thing about the fashion industry, it would definitely be the way delivery periods are managed. Shipping the first Spring/Summer items in the beginning of December, when nobody wants to wear summer clothes, and then reducing the prices on those articles in May, before summer has even started, is kind of crazy. So, as it's not possible to change the weather, I would change the delivery periods.