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**LARS BRAUN (06)**  
OWNER AND CEO, 04651/

I am an optimist, as only an optimist is a realist. It is not clear yet which way the world economy is going, and it is an election year in Germany – election years are bad for retail! So my 2017 prognosis is not extremely positive, but it is positive nonetheless.

I am worried about the worldwide consumption crisis along with the economic turmoil, and of course, I am worried about demagogues taking over world politics. My other concern is that retail is giving itself a hard time by trying to allure customers with unnecessarily early sales promotions. It is difficult to maintain the image we arduously built up. We have to think more sustainably; short-term incentivization is not an enrichment for us. Still, good quality and good service will always win.

**THOMAS BUNGARDT (07)**  
CEO, LIEBLINGSSTÜCK

We have had very positive business development in the last years, especially in 2016, and are looking forward to 2017. We believe in retailers with expertise and in strategic alliances that strengthen individual brand concepts.

**HANS-BERND CARTSBURG (08)**  
CPO, MUSTANG

My hope for 2017 is that some of the global crises that are bringing so much misery to the population groups in these regions can finally be stopped. For the fashion business, I hope that the changes necessary for the successful future of retail trade will be tackled on all sides by increasing communication and the desire for change. Together we can still achieve a lot.

**MARCO LANOWY (09)**  
CEO, ALBERTO

I am hoping for the year to come – and all the following ones – that each Alberto employee wakes up in the morning and enjoys what they are doing. We can only change the world so much. There is a lot in life that is out of our control but not the perspective, the way we look at things. In this way, we are trying to influence our direct surroundings, but also the fashion industry as a whole, and the global world too, if only a little bit.

**MAG.VURAL ILTAR (10)**  
HEAD OF MONTGOMERY LEATHER JACKETS AND  
MANAGING DIRECTOR OF WIEDER & ILTAR KG

I expect a slight decline in sales in the brick-and-mortar trade and further growth for online retailers and new players (such as supermarket chains and discounters). I have always seen fashion's delivery schedule as problematic: new season's merchandise arrives before current season's merchandise has been sold. My other slight concern is the unclear political situation in countries important to us, such as Turkey and the US. But whatever happens, our customers will remain interested in innovative and fashionable goods.

**MASANAKA SAKAO (11)**  
CEO AND CREATIVE DESIGNER, TATRAS

We are working towards a worldwide brand awareness focusing on the quality and the research of best materials, with keen attention to detail, in a search for new design solutions.

**BJÖRN GERICKE (12)**  
CEO AND FOUNDER, G-LAB

Consumers and trade have come to understand that performance fashion is eligible for a space of its own. Zeitgeist and weather both play in our favor.

Fear is a state I try to avoid at all costs. Fear blocks creativity, paralyses and ultimately finishes you off. Challenge, on the contrary, is something I can live and work with. In a young and growing company like ours, you need to embrace change. The retail environment is transforming rapidly. In a world that is increasingly online- and price-driven, brick-and-mortar retail needs to create more value for the consumer and come forward with more individual store concepts and new brands in their repertoire.