

**MARKUS MEINDL** (16)

CEO, MEINDL

I expect everything will change a bit in 2017, but not too much. We will still have fast fashion killing small labels and retailers, but the number of people who are interested in authenticity and longevity will continue to grow. These people are not loud. They have style and personality. They travel a lot, they understand how the world works, and they know what quality means.

There is too much stuff on the market, so everyone is in 'sale' mode all the time. The only way forward for retailers is to look for brands that are not selling to the big players. This allows for more engagement and more exclusivity for the retailers, but also more risk, and it only works if they look for brands and products that work for more than one season.

**ROBIN J. YATES** (17)

VICE PRESIDENT, NOBIS

We are ecstatic that today's fashion consumers are demanding functional performance attributes from their premium fashion forward outerwear purchases. The once polarized consumers of 'performance without fashion' and 'fashion without performance' outerwear are now demanding it all: we couldn't be more pleased.

**JASON DENHAM** (13)

FOUNDER AND CHIEF EXECUTIVE, DENHAM

Expectations: 2017 is going to be a big year for **Denham** – we plan to open 5–10 more stores in Japan and our first standalone stores in China. In Europe we will continue our expansion, focusing on Germany and Holland.

Hopes: that there will be more global stability in 2017. There was a lot of uncertainty in 2016 with Brexit and the US election. It affects consumer activity and exchange rates. We deserve a year of stability after 2016.

Fears: that this terrible trend of black skinny jeans with ripped out knees – even worse when it's worn by men – will still be visible on the street.

**JASON GALLEN** (14)

GLOBAL PRESIDENT &amp; CEO, VICTORINOX FASHION

We are very optimistic that the consumer's desire for functional, high-quality contemporary products at a fair price will serve **Victorinox** well in 2017.

Our fear for 2017 is purely the macroeconomic and the geopolitical landscape. As a global brand, we distribute our apparel to all the major regions (Asia, the Americas, Europe). Along with many brands, we are under pressure due to currency fluctuations and instability in government policies that could impact trade agreements. Our hope is that our global leaders will find win-win solutions to ensure that the local and global impacts are positive.

**JOCHEN BAUER** (15)

OWNER, HEINZ BAUER MANUFAKT

It's not an easy time for brick-and-mortar retailers. Diversified consumer shopping habits and disproportionately high rents in central areas pose a problem; it is a challenge to offer seasonal merchandise at the right time and price. The industry has its problems, too, as investors' behavior becomes more restrictive. But, even if retail is weaker, the industry should do everything to create fresh and innovative products.

We feel the retailers are more careful, but we also see that sell-throughs for our product are very good. We offer our retail partners special programs whereby they can order according to their own needs, which, of course, doesn't completely replace the pre-order system. I am convinced that high-quality manufacturing will bloom in difficult times.



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