



Line Life

LINE LIFE**MERCHANDIZING HELPERS**

A new concept in merchandise planning and business support, **LineLife**, has launched to help the growth of small and medium retailers. It offers tailored packages covering everything from small business analysis to full-range planning and forecasting, but the particular focus is on merchandizing: looking behind sales and stock figures, the service helps to interpret key selling patterns in order to balance buying risks and grow profits. Instead of a bulk down payment, the company charges a monthly fee and offers regular reviews to support clients.

www.linelife.co.uk



Messe Frankfurt

MESSE FRANKFURT**FIRST EVENTS IN AFRICA**

2017 will see **Messe Frankfurt** break new ground on the African continent. In October offshoots of the **Texworld**, **Apparel Sourcing** and **Texprocess** trade fair brands will be moving to the Ethiopian capital, Addis Ababa. They will be integrated into the **Africa Sourcing & Fashion Week** (ASFW), a platform for the east African garment and textile industry being hosted for the seventh time. The region, particularly Ethiopia and Kenya, is becoming increasingly important for textile production due to rising wages in Asia. In 2016 alone, roughly 160 international suppliers showcased their products at the ASFW.

www.texpertise-network.com

M&S**CLOSES INTERNATIONAL STORES**

UK-based mid-to-low-price retailer **M&S** will pull back from 10 international markets and close 53 international stores. In an analysis, Harsha Wickremasinghe, Associate at Livingstone management advisory, noted that the retailer "has suffered from a sub-50-year-old demographic aversion to the brand's clothing ranges" by not offering a distinctive enough product, and "failed to draw female shoppers to its e-commerce offering". The M&S Group is planning to focus on domestic retail and on growing its grocery offering within the M&S Food range.



Paula Cademartori x Kartell

PAULA CADEMARTORI**KARTELL COLLABORATION**

Iconic Italian design company **Kartell** teamed up with designer **Paula Cademartori** to produce a few pieces for its fashion line, Kartell à la mode. The collection, presented within the #EnjoyTheFrontRow project conceived by the **La Rinascente** department store in Milan, includes a sandal, 'Claudia', and a handbag, 'Parati', designed in a contemporary tropical mood inspired by the Botanical Garden in Rio de Janeiro.

www.paulacademartori.com

www.kartell.com

PERSONAL SHOPPING**RETAIL'S NEW FOCUS**

Personal shopping is increasingly relevant in light of decreasing traffic in brick-and-mortar stores. Offering this service is an excellent way to get to know your clients better, increase their loyalty and present them with new brands. **Antonioli** – particularly the retailer's recently opened Ibiza store – is working with concierge companies, proposing top customers a personalized service that involves visiting them in their villas or on their boats with a selection of appropriate items. The store states that it helps support sales and meet the needs of high-end customers.

www.antonioli.eu

KENNETH COLE**CLOSES OUTLETS**

US brand **Kenneth Cole** is closing all of its 63 outlet stores. "As we continue on our path of strengthening our global lifestyle brand, we look to expand our online and full-price retail footprint across the globe," said CEO Marc Schneider. "We need to focus our energies and resources to better serve the consumer on their terms." Whether the tendency to cut down on the cut-price segment will spread to other brands is not yet certain, but **WeAr** will follow further developments of this trend closely.

www.kennethcole.com