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THE FIX

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Issue VIII, March 2024

New...

It's a great word. Full of possibilities: A new year. A new month. But we also know that it has been a tough start to 2024 for so many brands, filled with new challenges and problems to solve. (Our speciality as Fixers.) So we're here with a new edition of The Fix to share what we've been up to lately, including an overview of the many ways we work with clients on retail and brand strategy. We hope you enjoy it.

X,



Nicole and the Fixer Team

P.S. Be sure to follow and engage with us at [@Fixeradvisory](#) on [LinkedIn](#) and [Instagram](#). We'll be rolling out some fun new content soon, and you won't want to miss it.

FIXER Feed



Fixer Founder & CEO Nicole Marra Named to the 2023 Entrenista 100

We are excited to share that Fixer's Founder & CEO, [Nicole Marra](#), is a 2023 Entrenista 100 Award Winner! [The Entrenista 100 Awards](#) were created to recognize women founders that are shaping the entrepreneurial landscape, breaking boundaries, and forging a path to a brighter future.

Fixer is honored to be among the 100 inspiring winners. Learn more [HERE](#).

Glossy Luxury Briefing

Fixer CEO [Nicole Marra](#) and COO [Brooke Bulan](#) recently shared their perspectives on the challenges posed by luxury product returns fraud with [Glossy](#).

Read the full article [HERE](#).



The X Factor

Retail and Brand Strategy Spotlight

So far, 2024 has shown us that brands are putting a nearly singular focus on driving traffic, sales, and client engagement. But as with a lot of things in the retail space in this moment, it's easier said than done and requires a cohesive strategy and access to the right insights and resources.

Drawing upon our expert advisors' years of experience and deep networks in luxury, fashion, retail, wholesale and omnichannel, we work with clients to optimize them for success by tackling key priorities, including strategic analysis, market positioning, sales and merchandising plans, wholesale and distribution partnerships, brand vision and client engagement, and retail finance and operations.

Stay tuned for the next issue of the Fixer Focus, where we explore solutions for brands struggling to differentiate themselves in a crowded market and seeking to explore new revenue channels and opportunities. (And in case you missed the last issue of the Fixer Focus, you can check it out [HERE](#) to gain insights on the importance and complexities of performance management processes.)

In the meantime, please reach out to us to discuss how we can help your brand drive revenue, connect with clients and seize opportunities! [CONTACT US](#).



Our newest readers might wonder what THE X FACTOR is. Is it the difference between good and great? Great and amazing? Some say they don't know what it is... but they know it when they see it.

At Fixer, our X Factor is clear. It is the intangible insight, instincts, connections, and tools that can only be developed with years of experience across multiple industries, scenarios, obstacles, and wins - curated by the Fixer team to serve each client's individual needs.

Client News

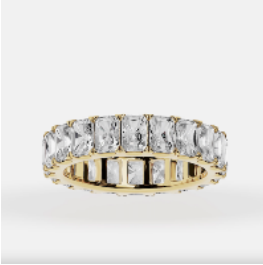
Nothing is more important to us than our clients. We love to highlight their successes, growth, and vision throughout the year.



Veronica Beard Debut Bag Collection: Veronica Beard continues to help women find comfort, ease and confidence with a brand new collection. [READ MORE](#)



Altuzarra 15th Anniversary Show at NYFW: A big congratulations to Altuzarra for a beautiful and intimate 15th anniversary Fall Winter show at last month's New York Fashion Week. [READ MORE](#)



Jennifer Fisher Debut Lab Diamond Collection: The Queen of Hoops, Jennifer Fisher, reinvents the classics with her brand new lab diamond collection. [READ MORE](#)

FIXER Fact

Because we fully believe that knowledge is power and we love to stay curious... please welcome the debut of The Fixer Fact! A shot of knowledge each issue to inform and entertain. (If you have any fun facts you'd like us to feature, send us a note!)



1947 will forever remain the year of one of fashion's greatest premieres. It was when French designer Christian Dior debuted his SS47 couture collection, simply known as the "new look." The generously full skirt, hourglass waist and trim, sculpted shoulders offered a fresh start for women everywhere and ushered in a new era of women's fashion. This legendary moment is now depicted in the new Apple TV+ period drama "**The New Look**" about the rise of Dior, his life and career (as well as Coco Chanel, Cristobal Balenciaga, and more). It's binge-worthy for any fashion enthusiast!

Stay Connected

If you or someone you know is in need of our expertise, contact us directly to learn more about how we can help! In the words of one of our incredible clients, "*Fixer's deep industry experience and insights, coupled with their extensive network, have helped us take our business to the next level – they see the big picture, introduce us to the right brands and partners, solve even the most challenging problems, and help us get deals done.*" We'd love to do the same for you. [Reach out to us.](#)

