

THE FIX

Powered by FIXER

Issue 1, August 2022

Dear Friends,

Welcome to *The Fix*, Fixer Advisory's newsletter highlighting the results that my team and I are so fortunate to create with our incredible network of experts and clients.

After a decade as a senior executive at a global luxury brand, I realized there was a need in the market for bespoke advisory services that would enable brands to grow and operate with ease and allow leaders to focus on their core business. With that in mind, I designed Fixer to be a source of knowledge and expertise for brands and a way to be of service to their leaders.

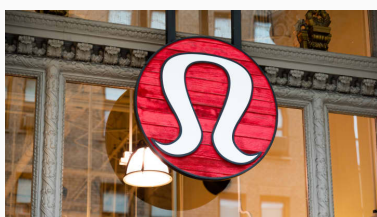
The Fix is our way of sharing stories, the accomplishments of our clients and the Fixer team, and the things that inspire us.

There are many ways to engage with us, and we would love to hear from you if something we've shared resonates with you.

X
Nicole Marra, CEO and Founder, Fixer Advisory Group

Client News

At Fixer, we are continually inspired by our innovative and forward-thinking clients. We are proud to share a few recent client features.



Ruben on how brands are leveraging Trove's technology to become key players in the resale space.

Trove Powers Lululemon's "Like New" Platform

Yahoo: Trove powers the recommerce functions of some of the world's leading brands, providing the technology to turn resale into a channel. Powered by Trove, Lululemon recently launched the "Like New" section of their website, encouraging customers to "rethink, revive, rediscover." Watch *Yahoo! Finance's* recent interview with Trove Executive Chairman Andy

Jennifer Fisher Opens in SoHo With Ambitious Growth Plans

New York Times: Jennifer Fisher celebrated the opening of her new SoHo NYC store, representing a return to her roots in the neighborhood where she started it all. The beloved jewelry designer christened her new digs with fashionable faces



including Wes Gordon, Tracy Anderson, Jason Wu, Rebecca Minkoff, Stacey Bendet, and more.



Tanger Outlets Nashville Breaks Ground

NewsWire: Tanger Factory Outlet Centers recently broke ground on a 290,000-square-foot “experience hub” set to open in Nashville in Fall 2023. Tanger’s Nashville location will be the vibrant city’s first open-air outlet shopping destination, and will create nearly 2,000 jobs - reflecting a core value of Tanger’s to consider community first in its projects.

The Fixer Feed

Medium

Making Something From Nothing

Nicole Marra of Fixer Advisory Group on How to Go From Idea to Launch, an Interview with Authority Magazine.

[Read More](#)

FAST COMPANY

It's Lonely at the Top: Why Every Leader Needs a Confidant

There is an epidemic of loneliness among leaders. In this Fast Company article, Nicole lays out the steps leaders can take to shift this paradigm. The first step? Build your personal board.

[Read More](#)

The X Factor

What is Fixer's X Factor?

*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.*

Case Study

Fixer's X factor made a huge impact for one of our new clients. When we first connected with the brand, we learned that they were embroiled in a regulatory matter that was not only unfamiliar and intimidating, but distracting and very costly. Although the brand was being advised by a top law firm, when we took a deeper look, we realized the work wasn't reflective of the brand's business, priorities, or objectives. The brand was at the mercy of the typical big firm "one size fits all" process.

Enter Fixer. Having navigated similar situations in the industry, the Fixer team was able to quickly identify opportunities for the brand's leaders to reclaim time and implement a **strategic and cost-effective** approach that put the brand back in control. Tapping into our extensive network of vetted experts, Fixer connected the client with a boutique specialist that is now providing better, individualized service at a fraction of the cost – **saving our client hundreds of thousands of dollars** in fees while giving the brand's executives and board peace of mind. And this is just the beginning of our client relationship journey.

Stay Connected

We hope that you've been inspired and informed by our inaugural newsletter.

We encourage you to follow Fixer's latest insights and updates on LinkedIn and Instagram and to [contact us](#) to learn more about our capabilities and ways we can be of service.

