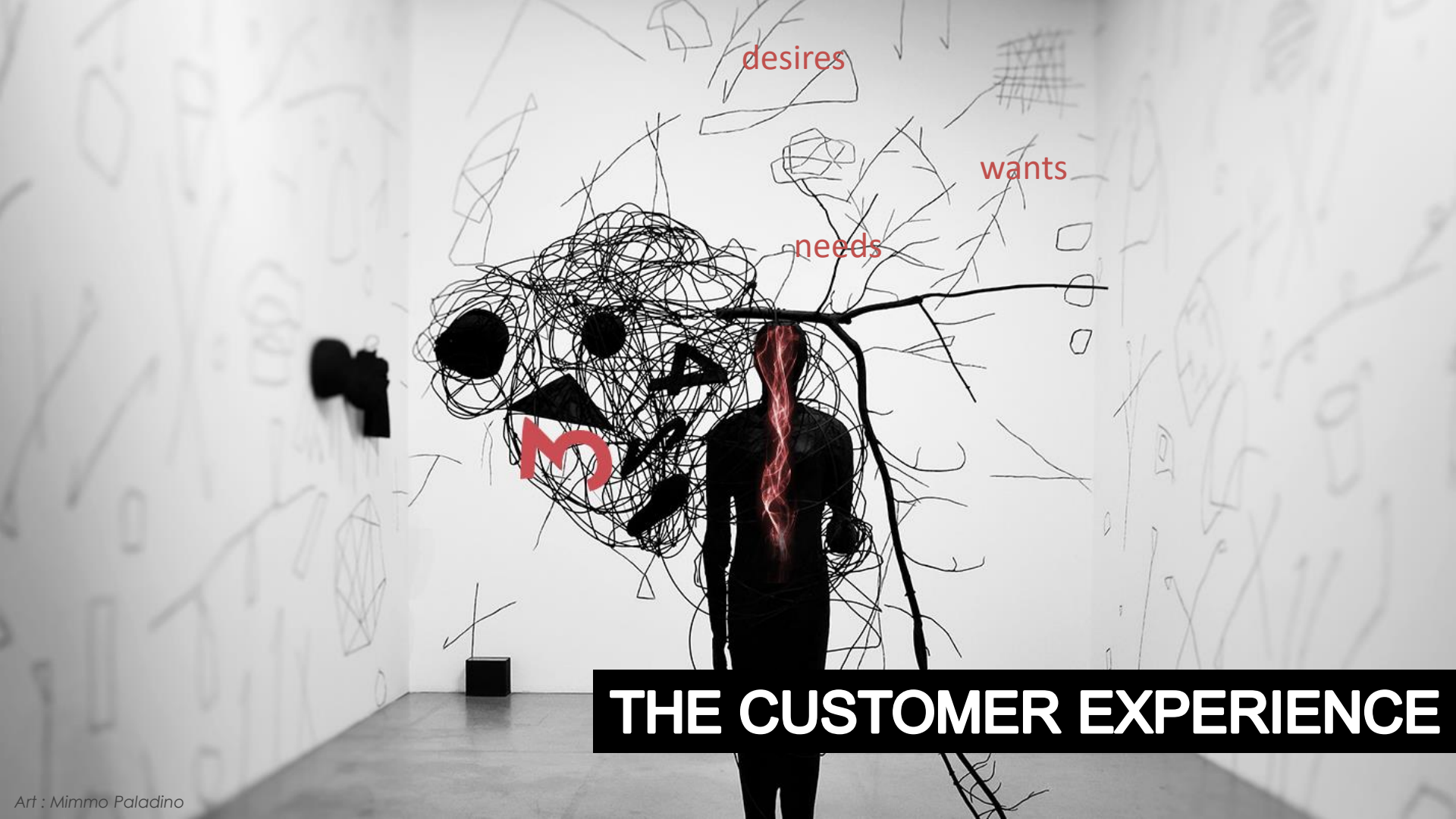


CUSTOMER EXPERIENCE IN A GLOBALIZED WORLD

WHAT DO RETAILERS NEED TO UNDERSTAND WHEN
ENTERING A GLOBAL MARKET PLACE?

Stefaan Le Clair
Berenike global fashion management





desires

wants

needs

M A

THE CUSTOMER EXPERIENCE



IN A GLOBAL WORLD



**CONSTANT STREAM OF
VIBES**



CONSTANT STREAM OF VIBES



HELLO GLOBAL CUSTOMER

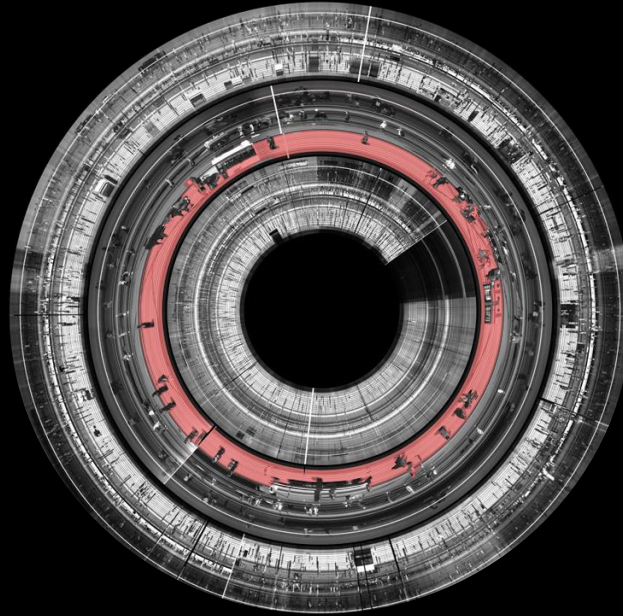


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