

Global

Why Buy Local?

Local First, a Grand Rapids, Michigan based organization that encourages sustainable, locally-based economies has made a simple but effective illustration of how money flows if it's spent at a locally owned business versus a non-local business.

More Money Re-circulates When you purchase at locally owned businesses rather than nationally owned, more money is kept in the community because locally-owned businesses often purchase from other local businesses, service providers and farms. Purchasing local helps grow other businesses

Non Profits Receive Greater Support Local business owners donate more to local charities than non-local owners.

Unique Businesses Create Character The unique character of your neighborhood will be sustained. Tourism businesses and investment will flow in naturally.

Environmental Impact Is Reduced Local businesses make more local purchases requiring less transportation and usually set up shop in town centers rather than on the fringe. This means contributing less to sprawl, congestion, habitat loss and pollution.

Most New Jobs Are Provided By Local Businesses Small local businesses provides employment—young and old!

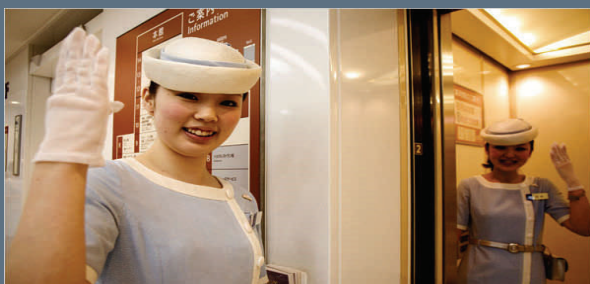
Customer Service Is Better Local businesses often hire people with more specific product expertise for better customer service

Local Business Owners Invest In Community Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future

Public Benefits Far Outweigh Public Costs Local businesses require less infrastructure and more efficiently utilize public services relative to chain stores

Investment Is Encouraged A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

Find out how we support local businesses,
write to enquiry@72smalldiver.com



Guide to Gracious Living

07 Say Hello, Wave Goodbye

Greeting doesn't take much time. Most greetings are just one word or two, and is easily done in just one breath. Some greetings may elicit a smile from the other person, and a few may spark a conversation. Oddly greetings are seemingly fading in our modern world because many of us fail to realize that this civil act is the first step in breaking the ice between strangers and in creating a welcoming environment. Shop owners should uphold this principle when training their shop assistants. Absence of a greeting when a customer walks in cannot be excused...and likewise as customers, please give due respect to the manager of the space and round up your peruse with a thank you and a goodbye.

Milan

Bagmaker Bagmaker make me a match



Visit the store, pick a colour and we'll have the bag delivered to your home

72 Smalldiver recently launched its "petite bespoke" service at Corso Porta Ticinese 30, where customers may visit the store front of our workshop to custom-order any of our designs in a selected range of colours. We are pleased to announce that since its launch on Oct 23rd, we have been kept busy with numerous orders. For more information on how this 'petite bespoke' service works, you may write to sales@72smalldiver.com.

Global

Address Book

Berlin: Die Rebellion Des Zimtsterns Run by two sisters, this casual cafe, which offers an array of organic products and home baked pastries, is a perfect spot to let your whole body imbibe delight through every spore on a weekday morning! (Yes take a day off from work!) Once you are filled with happiness, we recommend that you try their homemade rhubarb pie or the cinnamon star-shaped cookies with a cup of frothy cappuccino.

Cologne: Gold Mode Zur Zeit The shop's name itself, inspired by Spandau Ballet's famous track Gold, is a cut above the rest. The stocked labels murmur "Uber hipness". It is hard to dislike owner Silke's selection; some may be quirky nonetheless always wearable but flashy they are definitely not. This is the ultimate chic mecca for someone who wants something special sans the hubristic moneyed bling.

Milan: ICHIKAWA Haruo Ichi San moved to Milan to work as a sushi chef in Milan's leading sushi restaurants in the noughties. Not truly satisfied with how some restaurants (fail to) relate to the art of sushi preparation, Ichi San decided to run his own sushi catering service to ensure each morsel is prepared with slow and delicate intent. Impress your guests in the privacy and comfort of your home with exquisite morsels prepared by Ichi San himself. Via Vigevano 11, Milan. miyuki@tiscali.it

Singapore: The Blackmarket Launched a year ago and already singled out by *The Monocle*, this store caters to a more 'sober crowd of young Singaporeans' who want that something special. Selected items of 72 Smalldiver may be found at the Blackmarket too.

Singapore: Quintessential Located in the heart of the city, Quintessential stocks a blast of vivid accessories that many women would die for. The store is one of the very few retailers in Singapore who stock a wide mixture of independent but commercially appealing labels—a courageous feat to be reckoned and respected in the Asian market,

VITRINE Style

A Tale of 2 Boroughs

A monthly style insert by 72 Smalldive & Pauline Toruan

More about Pauline
www.paulinetoruan.com



ANTIK BATIK
 Hima-Mongolian Vest



ELIZABETH AND JAMES
 Wilderness rabbit lined blazer

Ethel hitches a flight across the pond to New York city where fashion stylist Pauline Toruan is based. Ethel is scheduled to arrive on the night of Halloween. Rather than trick and treating, Ethel will join New York's urban food foragers to cart away any fruits and wild vegetables from the NY boroughs to local charity food pantries. Pauline has lined-up an ensemble of comfy garb for Ethel's street prowl.

ETHEL's Notes: Manhattan & Brooklyn

- High Line:** Since its (first phase) opening in June, you may now see the city in a new and secret way, take a peek down at Chelsea market or spy on your friends hanging out at your at the meat-packing district... who knows this could also be a convenient foraging spot for the weekend.
- powerHouse Arena:** This independent book store hosts a wide array of photography and art books. It also organizes a series of publishing workshops. specially designed to engage and enrich the knowledge of aspiring and established artists, photographers, designers, and packagers seeking to learn the secrets of creating compelling art book projects.
- Brooklyn Public Couture:** If you have some cash to spare and haute couture from the eighties is your cup of tea, you should drop in at Joan Judge's vintage store in Court Street. With gem finds like Thierry Muggler's raw silk black and white gown for a mere \$600 and a brimming selection of hats and lingerie from 1900 on, this is the perfect post-brunch hang-out for a die hard vintage collector.



JULIAN MacDONALD
 Cropped Suede Biker Pants



72 SMALLDIVE
 "Parker Volpine" Carry-all

ETHEL'S APPEAL

Waste not, want not...Neighbourhood Fruit is a website constructed by Kaytea Petro and Oriana Sarac to help urban foragers find and share fruit locally, both backyard bounty and abundance on public lands in the USA. For more information, visit <http://neighborhoodfruit.com/home>



DR. MARTENS
 Diva Patent Boots

The first time 72 Smalldiver learned of Alexander von Keyserlingk was through his blog site "Slowretail". Not unlike the slow food movement, a delegate of people have been and are, even more so now, advocating "slow consumption" as *le mode de vie*.

The tainted food and the economy crisis in this millennium has left a resounding reminder of the ugliness of hubristic notions of progress and expansion. Those unfortunate happenings have incidentally spurred a greater awareness of issues such as provenance, ethics, culture preservation, and humanity in the realm of consumption.

Amid such awareness, we ask to Alexander how a retail space may uptake the role of an arena to nurture a meaningful and intimate relationship between producers, suppliers, and consumers.

Interviewer
Szetiong

You named your consulting company Slowretail and along with this moniker one of your core 'philosophy' is to focus on building a relationship between the store owner and the customer. In your opinion how has this 'relationship' evolved over the decades?

Generalists such as department stores and mono-brand stores (for e.g. ZARA) have edged out specialized and customer-friendly stores over the past decade. Many worldwide retail chains place a disproportionate focus on their brands' presence and not on the customer. Brand building trumps individuals' needs in the mass retail market. This has provoked an anti-trend: A new generation of customers are "demonstrating" by frequenting less departmental stores and rejecting replaceable store formats. These consumers demand for a more individual, personal, and authentic shopping experience.



Shop window and product offerings at Ludwig3

At Commes des Garçon's runaway show in Paris for S/S 2010, the show's underlying message is to 'slowdown'. We see an increase of awareness towards the slow movement' in food - is this also rampant in the non-food retail sector?

The slow movement is a worldwide phenomena in many industry sectors. Many companies have been and are working on concepts and principals of slowing down their development pace to focus on increased transparency, efficiency, and sustainability. The product story becomes as important as the product itself. Fair trade and organically grown produce are becoming more easily available in the market place due to wider acceptance; unlike in the past where such items are often regarded as unattractive or niche. Customers now want to be fascinated by a convincing value proposition, not just by product packaging or superficial marketing.

In your opinion what makes a retail space stand out? What values should, do you think, the space confer?

In my opinion, the perfect retail space is one that maintains a unique concept. Without a good concept, many successful independent stores would not have been sustainable and more importantly inspirational. The old school of thought about "location, location, location" doesn't exist anymore. Now stores have to keep focusing on "concepts, concepts, and concepts". With the right concept, a store can be established anywhere. Be courageous!



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Tell us more about your recent project Ludwig3? Do you think Ludwig3 is a model that can be replicated in others markets such as Asia?

Ludwig3 is Germany's first concept store that offers organic and fair-trade lifestyle products. It is located in Regensburg, a UNESCO heritage site, in southern Germany. The store has been considered a fine example of a modern retail space that offers fair-trade and sustainable products. Ludwig3 has garnered strong press interest in Germany, within the first weeks of its opening. Its success story has inspired us to consider replicating the concept to other markets and we are already working on it now.

Alexander von Keyserlingk's vast experience in the retail market includes having pioneered Berlin's first GAP store in Taubentzenstrasse, a major shopping street in western Berlin. After his successful stint with GAP, Alexander moved on to manage several retail institutions of Berlin, such as Quartier 206 and KadeWe. Apart from Berlin, Alexander also assisted chain retail stores in establishing their presence in major cities in Germany.

To know more about Alexander's retail consultancy services, please visit <http://www.slowretail.com>.

Ludwig3 is located in Ludwigstrasse 3, 93047 Regensburg, Germany.