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## Children's retail: "talking" with the current technologies is fundamental not to become obsolete

### Omnichannel use, sales mobility, and digital payments as pix help companies deliver a good customer experience

For many people technology remains a barrier. What many experts say is that consciously or not, consumer habits have changed and society is learning to cope with the rapid advance of new IT tools, which was accelerated by the pandemic.

Nancy Fukuda, fashion business specialist, sales results and mentor to children's retailers, knows the pain of retailers up close: "With the pandemic everything changed. Even grandmas - influenced by their grandchildren - have changed their buying behavior, because in the old days they used to withdraw their retirement money at the bank teller and go to the physical stores. Today, they have discovered the Internet, and stores have lost part of this captive audience. So, retailers need to offer a good experience and solutions for all audiences because competition has increased after the pandemic due to purchases via apps and other online tools," he says.

In this scenario, companies need to have a strategic look, supported by technology and data interpretation. "One of the most relevant agendas for fashion retail is to better understand the journey of the final consumer. And for children and teen retail it is no different. It is necessary to know who buys, how, why, and where the purchase is made. This information is simple, but many retailers still do not have it in a practical and reliable way", explains Alex Marques, Commercial Director of Data System, one of the largest development and technology companies for footwear and clothing stores.

The company is among the partners of the 56th International Fair of the Children's and Baby Sector and Pueri Expo 6th International Fair of Business in Childcare, to organize the f+p Solutions model store space.



FIT 0/16  
International Fair of the  
and Children's Sector  
Baby  
24.04.-26.04.2023  
[www.fit016.com.br](http://www.fit016.com.br)

Pueri Expo  
International Trade Fair  
for  
Business in Childcare  
25.05.-28.05.2022  
[www.pueriexpo.com.br](http://www.pueriexpo.com.br)

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Beni Piatetzky

According to data from the Brazilian Textile and Apparel Industry Association (Abit) for 2021, besides growing on average 6% per year in Brazil, children's fashion represents 16% of the textile sector. Besides the numbers that in themselves show a promising scenario, it is important to remember that far beyond parents, uncles, grandparents and godparents, today, children who were born with a cell phone or tablet in hand play an active and fundamental role in shopping, and it is with them and for them that entrepreneurs should also turn their eyes.

Marques believes that delivering a good experience to your customer is the consequence of several small actions in a store, so the big challenge is to integrate these actions and maintain a well aligned communication with all the team and departments involved in this operation.

Still according to Data System's Commercial Director, these are small details that end up generating very positive perceptions, but they can also generate many frustrations in this customer journey. "So, it is necessary to pay attention to three pillars: Processes (What needs to be done? When and How), People (Make sure that the people who worked on the processes are technically qualified and aligned to the company's purposes), and Technology (Gain efficiency, control, and direction with specific tools for the business)," he explains.

In a world with artificial intelligence, metaverse, augmented reality, NFT, automated processes, the big "secret" is to ensure the best experience for the customer. "Many technologies are still trends, that is, they are not reality for most retailers in Brazil. Doing the simple well is still the most effective strategy for a fashion store," reassures Marques, who also warns, "but having access to the right technology at the right time can bring a big difference in the results of a store. In our case, for example, we are producing several success cases, such as integration between digital channels, mobility in sales, through mobile checkout, and digital payments such as pix and digital wallets.

### **Model Store f+p Solutions**

During FIT 0/16 and Pueri Expo, the public will be able to check out dozens of novelties that integrate the best of all worlds: quality, innovation in technology and usability. Through the f+p Solutions flagship store - a project designed by Koelnmesse Brasil, the organizer and promoter of the fairs, in

partnership with Data System - a hub of technology companies specializing in fashion retail aims to democratize access to the technologies that are boosting retail results.

In a single booth, the visiting shopkeepers can go through a journey of knowledge that includes a management system specialized in footwear and clothing stores, a Business Intelligence tool, developed exclusively for fashion stores, development of e-commerce projects, digital marketing and social network management, management strategy to prospect, attract, and convert customers in the digital environment, receipts and digital payments integrated into the POS, via pix, digital wallets, cryptocurrencies, QR CODE, and via link, in person and remotely

"The idea is that people can leave FIT 0/16 with customized solutions, with lots of ideas in their heads, and up-to-date on the possibilities to expand in their establishments," says Nancy Fukuda.

She believes that the most resistant shopkeepers need to be flexible and open up to new opportunities. According to the mentor, "it's not just about the advance of technology, but about being prepared to meet the new generations that are already born with more advanced behaviors in purchasing decisions.

Marques goes in the same direction. For the specialist, what is expected is a growing movement to empower store sellers with information and tools to help increase their sales. With this, the salesperson will be less and less passive (acts only when the customer enters the store physically) and making tools available, which provoke more active approaches from the salespeople, especially in less seasonal seasons is fundamental.

The 56th FIT 0/16 - International Children, Teen and Baby Fair and the 6th Pueri Expo - International Childcare Business Fair will take place from April 24th to 26th, at Expo Center Norte. With more than 300 exhibiting brands and an estimated 24 visiting countries, the largest event of the infant-youth sector in Brazil will deliver more than 160 hours of content and several novelties in its attractions.

Registration for visitors and shopkeepers from the children's sector is free and must be done in advance at the following address:  
<https://www.euvou.net.br/FIT016EPUERIEXP02023/home>

**Partners of FIT 0/16:** ONG Florescer, ONG Cerzindo, Associação Brasileira do Varejo Têxtil (ABVTEX), Sindicato das Indústrias do Calçado e Vestuário de

Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System.

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**Service:**

**FIT 0/16 e Pueri Expo**

Date: April 24-26, 2023

Schedule: 10am to 7pm

Place: Expo Center Norte - Red Pavilion

Address: Rua José Bernardo Pinto, 333 - Vila Guilherme, São Paulo, Brazil

Registration: <https://www.euvou.net.br/FIT016EPUERIEXPO2023/compra>

*Free Transfer:*

Metrô Tietê - Rua Marechal Odylio Denys, 138 - Metrô Tietê, São Paulo - SP, 02010-000

Centro - Hotel Normandie - Av. Ipiranga, 1187 - Centro Histórico de São Paulo

**About FIT 0/16**

The FIT 0/16 Fair is the main fashion fair of the children's sector in Latin America. With fashion and clothing trends for babies, children and teenagers up to 16 years old, as well as layette, furniture, decoration and much more, the fair, aimed only at retailers from all over the country, has attractions such as fashion shows, lectures, stands, trend forums and consultancies.

**About Pueri Expo**

Pueri Expo will be held simultaneously, the only and exclusive fair focused on the childcare sector in Brazil, which develops products dedicated to the well-being, health and safety of babies. The fair will bring together exhibitors focused on light and heavy childcare, with several novelties in the market, including car seats, feeding seats, baby carriers, layette, toys, safety products, furniture, decoration, hygiene and baby care, in addition to a grid of more than 160 hours of attractions.

**About Koelnmesse**

Global Competence in Furniture, Interiors, and Design: Koelnmesse is the world's largest fair organizer in the areas of furniture and lifestyle. In the Cologne trade fair hub, the leading international trade fair imm Cologne, as well as the LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind+Jugend

events are among the world's leading industry meetings for their sectors. In recent years, Koelnmesse has added international trade fairs in the most important and rapidly expanding markets to its portfolio. These include idd Shanghai, interzum Guangzhou in Guangzhou, and Pueri Expo in São Paulo. With ambista, the online portal for interior business, Koelnmesse offers direct access to products, contacts, expertise, and events relevant to the industry throughout the year.

#### **Note to editors**

Photos from FIT 0/16 and Pueri Expo are available for download at

<https://www.fit016.com.br/galeria-de-fotos/>

<https://www.pueriexpo.com.br/galeria-de-fotos/>

Videos of FIT 0/16 and Pueri Expo are available for access on the sites

<https://www.fit016.com.br/galeria-de-videos/>

<https://www.pueriexpo.com.br/galeria-de-videos/>

#### **FIT 0/16 and Pueri Expo on the social networks:**

**Facebook:** [www.facebook.com/feirafit016](http://www.facebook.com/feirafit016) |

<https://www.facebook.com/pueriexpo/>

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[pueri-expo/](http://www.linkedin.com/company/feira-pueri-expo/)

**YouTube:** <https://www.youtube.com/channel/UCwINoAN6brd-LdlaLXX3DMw>

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