



CEO RETAIL FORUM | HELENA DUPHORN

VIDEO TRANSCRIPT

“The sector is quite diversified and the future will probably look different, depending on what you are trading in. Our online business developed very positively, we were able to redirect very quickly in fact our business in the stores, it just took a few days until they became fulfillment units for our online shopping and we were also seeing an enormous development and click and collect, which meant that the customers could come and pick up the products, outside the store, even though that they couldn’t enter the stores. We believe that the online shopping, the jump that the consumers have made is here to stay, but we will see. And I totally agree with you, that the stores will play a very important role in the future also. We believe that customers will move more seamlessly between the different channels.”

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