any of the leading products and services behind keeping people living well while looking and feeling good are from businesses and organizations that were started and continue to thrive here in Los Angeles and the surrounding areas. In fact, successful beauty and self-care companies are catalysts for significant economic growth in the region. Indeed, when it comes to the ever-evolving beauty, fashion and consumer goods industries, Southern California remains a prominent global leader in terms of trends, innovation, sustainability and protocols.

As the legal and financial landscapes around fashion, beauty and consumer products continue to evolve, adjust and shift, an increasing number of consumers, businesses and investors are tasked with navigating an often complex set of rules and best practices. As with any consumer-facing industry, learning about the ins and outs of the sector can be overwhelming.

To take a closer look at the latest developments and trends in the business of beauty, fashion and consumer goods, we have turned to two of the region’s leading authorities, who graciously weighed in for a discussion and shared insights.


Q: WHAT ARE SOME OF THE BIGGEST MISTAKES THAT CONSUMER GOODS COMPANIES MADE DURING THE PANDEMIC?

A: Apfelberg

The biggest mistake made was getting so immersed in the day-to-day operations that companies lost focus on their current business plan and future goals, thus failing to take steps to best position themselves for the years to come. This was necessary during peak COVID times; however, we are now on the tail end of that, and the changes it brought to what, how and where items are consumed are here to stay. I strongly recommend companies work ‘on the business’ instead of ‘in the business’ and convene a team of trusted advisors to provide their perspectives and guidance. Start the discussion with a description of where you want to be in three to five years as the target is clear. Then utilize all of the brainpower in the room to determine the optimal way or ways to get there.

Los Angeles attracts creative people who are willing to take risks. There is also the “Hollywood” factor that can be a huge opportunity to build brand awareness and loyalty.

– Andrew Apfelberg

Q: HOW WOULD YOU DESCRIBE THE CURRENT OUTLOOK(S) FOR THE BEAUTY, FASHION AND CONSUMER GOODS SECTORS IN 2023?

A: Little

While the first half of 2023 was choppy from a macroeconomic point of view, the fashion/apparel sector has continued to perform well. Worries of a deep recession that can be a huge “Hollywood” factor that can be a huge opportunity to build brand awareness and loyalty.

– Brian Little

Q: WHAT IS YOUR PROJECTION FOR BRICK-AND-MORTAR RETAIL IN THE CONSUMER GOODS SPACE MOVING INTO THE NEXT FEW YEARS?

A: Little

We believe there will be a sustained resurgence in brick-and-mortar retail for the foreseeable future. As costs have continued to rise

– Brian Little
Adolescence is a time of physical, emotional, and social change. It requires a supportive and consistent environment to help the adolescent through this transitional period. It is important to provide guidance and support to help them navigate the challenges of adolescence. The family plays a crucial role in this process, and outdoor activities can be a great way to bond and create lasting memories.

Tips for families:
1. Encourage open communication.
2. Set clear boundaries and expectations.
3. Provide a safe space for the adolescent to express their feelings.
4. Engage in outdoor activities together.
5. Seek professional help if needed.

Outdoor activities can provide opportunities for physical activity, social interaction, and relaxation. It is important to find activities that the adolescent enjoys and feels comfortable participating in.

References:

About the Author:
The author is a licensed psychologist with experience working with adolescents and their families. They have conducted research on the effects of outdoor activities on adolescent development and have published several articles on the topic. They are an advocate for promoting outdoor activities as a way to support adolescent development.