

RetailX
EVENTS

CHANNEL X

In partnership with:



17 June 2026 |

CONVENE, LONDON

Explore the event

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Register to attend

Discover the brand-building tactics and strategies that work on social, marketplace and other third-party platforms at **ChannelX 2026**

Hundreds of retail, brand and marketplace professionals are expected at [ChannelX 2026](#) this June, to learn directly from industry experts what works to grow their commerce businesses through channels that they don't own – and cannot control or influence.

More than 400 attendees are expected at the June event, where they will hear from more than 50 speakers, drawn from retailers including Matalan and Argos, brands including Heineken, Patagonia and Wayfair, and marketplaces and platforms run by Amazon, Kingfisher Group and TikTok. These expert speakers will share their expertise and real-world experience of what it takes to grow through third-party platforms, from social media to marketplaces, and beyond, at the event. ChannelX 2026 is part of the Summer Retail Festival from [RetailX Events](#).

RetailX founder Ian Jindal says [ChannelX 2026](#) – now in its fourth year – is a must-attend for participants, who can learn from a wide variety of speakers and peers in a single day out of the office. “ChannelX is about succeeding away from home turf. If you can grow on Amazon, marketplaces and social commerce, you've proved your brand, your trading instincts and your ability to wrangle other people's platforms in your favour.

“Marketplaces and social platforms are where the customers already are. ChannelX is where you learn how to fish where the fish are, without giving away your margin, your brand or your relationship with the customer.”

The event, run in partnership with headline sponsor Mirakl, runs on three parallel tracks throughout the day, focused on selling on marketplaces and growth channels, on Amazon, and through TikTok and other social commerce sites.

Sell where your customers are

ChannelX 2026 takes place on June 17 2026 at Convene, London between 08.00 and 16.00. Registration for the event opens at 08.00, when breakfast is served, before the three conference tracks start at 09.25. Attendees can find answers to their most pressing questions through these parallel streams, dedicated to Marketplaces & Growth Channels, Amazon Sellers, and TikTok and Social Commerce.

Regular networking opportunities include 121 meeting slots, regular networking breaks, lunch, and a final networking drinks session from 16.00.

“Non-owned channels are the fastest R&D lab a retailer has,” says RetailX’s Jindal. “The brands on our stage use marketplaces and social commerce to test propositions, pricing and creative in real time, then bring the winners back into their own ecosystem.”

Marketplaces & Growth Channels

Find out about different marketplace models in the opening session of the Marketplaces & Growth Channels track. The opening session, The New Marketplace Power Trio – Retailer-led, Platform-led and Peer-to-peer Models, features Asos’ Shazmeen Malik, Argos’ Timo Scherbaum, and David Jaffe of Kingfisher. Speakers will consider questions including the role of marketplaces in building trust and how sellers can maximise profitability while benefiting from the platforms’ technology investments. The RetailX Marketplaces 2026 Report is launched at 12.00, and the morning session ends with Emma Grant of home services platform Checkatrade on how brands can learn from market demand to influence discovery, recommendations and sales at an ever-earlier stage of the customer journey.

In the afternoon, participants can hear from Jeremy Stevens of Matalan, Furniturebox’ Anastasia Nikolic, and Pattern’s James Storie-Pugh on how AI personalisation strategies can help brands stand out from the crowd on marketplaces, from Checkatrade’s Emma Grant and Andrew Steel of Charles Bentley on the next wave of commerce platforms, and from Patagonia’s Rich Statham on resale as an entry point for customer acquisition.

“ChannelX is a mature event because the industry has grown up,” says RetailX’s Jindal. “We’re well past ‘should we sell on marketplaces?’ and into the harder questions of how to build a resilient, multi-channel P&L that can thrive on and off platform.”

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Amazon Sellers

This stream is dedicated to retail, brand and marketplace Amazon UK, and how brands can best approach selling through this market leader.

Amazon UK's James Salter and Anker Innovations' Faraz Mehdi kick off the stream with a session on The Amazon Advantage - how brands, D2C leaders and retailers drive growth without losing control.

Key sessions from this track include Shaun Loughlin of LeMieux, Barney Willis of Pattern and Tyler Robinson of Paladone Products on protecting brand value while competing for the Amazon buy box, and Chris Ball of Jumbo Group and Somesh Dwivedi of Essity on using Amazon and other channels for growth.

Anthony Dawe of Lansinoh Laboratories and Catherine Rees of Numatic consider managing demand and inventory over peak periods including Prime, Black Friday and Christmas, before Anthony Locke of Schneider Electric addresses building a robust Amazon strategy to boost visibility and deliver frictionless customer experiences.

TikTok and Social Commerce

Social commerce is at the heart of this stream, which opens by bringing together three speakers from brands that have found success on platforms including TikTok and Instagram - Carey Pearson of Wayfair, Luke Arnel-Cameron of Yass Clean and Minahil Ghafoor of SharkNinja.

Key sessions include Joe Yates of Somerce on personalising social commerce for higher conversions, and Jimmy Hughes of Heineken and Prema Chablani of Snag Tights on meeting - and converting - your audience anywhere and everywhere. Jack Timpany of L'Oréal considers how to use livestream and shoppable video to convert views into sales, before a panel session on turning viral social moments into momentum and growth, featuring Lucy Murray of Free Soul, Joe Yates of Somerce, Herculano Rodrigues of TikTok UK and Kirstyn Hopkinson of Wild.

Kevin Lantzsch of Cosnova and James Wallis of NatWest Group explore how to work with influencers, creators and communities to go beyond paid ads, before Sally Minto, of Revolution and Rebel Rebel HQ, shares her experiences of launching brands on TikTok.

ChannelX 2026 ticketholders can also attend SubscriptionX, which takes place at Converge, London, as part of the RetailX Events Summer Retail Festival, on the same day.

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