

THE RETAIL SUMMIT

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2023 HIGHLIGHTS

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DUBAI CHAMBERS



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This year The Retail Summit embraced the most diverse and ambitious organisations operating around the world today. From trailblazers carving out their niche, to legends turning their backs on the status quo and to pioneers creating compelling customer experiences.

The success of The Retail Summit exceeded all expectations. Our attendees, retail industry elite speakers and exceptional sponsors came together to share their insights, ideas and innovations that will shape the future of retail.

The positive energy from industry professionals representing companies such as **Tommy Hilfiger, Chalhoub Group, Highsnobiety, Zegna, Apparel Group, Amazon, Manolo Blahnik, Majid Al Futtaim, AllSaints, New Balance, Vogue Business, Jo Loves** and **David Gandy Wellwear** proved that the industry is resilient and ready to embrace change.

We hope this report provides a useful summary of the event's highlights. And of course, we look forward to welcoming you all back for The Retail Summit in 2024.

GARY THATCHER, CEO and Co-Founder, **The Retail Summit**

I was very pleased to see such outstanding participation at The Retail Summit this year. The retail sector is a cornerstone of Dubai's economy. It is therefore important to continuously have a platform where the industry can come together to share valuable insights and experiences. With e-commerce catalysing the sharp increase in retail activity, it is now more important than ever for retailers to stay abreast of consumer behaviour and changing trends.

The growth of Dubai's e-commerce sector is expected to continue due to rising demand for online shopping, modernisation of payment systems and services as well as steady infrastructural investment flows.

For these reasons I am certain that the retail market will continue to be one of the main contributors to Dubai's economy and I look forward to next year's summit for more inspiring developments from the industry.

HE MOHAMMAD ALI RASHED LOOTAH, President & CEO, **Dubai Chambers**

TOP LEVEL ATTENDEES FROM AROUND THE WORLD

THE RETAIL SUMMIT

827

Attendees

342

Companies in Attendance

30%

C-Suite, President & VP

61%

Retail Audience

SPEAKERS IN
ATTENDANCE

64

Nationalities

72

Speakers from 17 Countries

39%

Women

MEET THE SPEAKERS

THE RETAIL SUMMIT



JO MALONE CBE, Founder,
Jo Loves



MICHAEL KLIGER, CEO,
Mytheresa



CHRIS DAVIS, CMO,
New Balance



ANGELO ZEGNA, Consumer &
Retail Excellence Director, **Zegna**



DAVID FISCHER, Founder,
Highsnobiety



PETER WOOD, CEO,
AllSaints & John Varvatos



KRISTINA BLAHNIK, CEO,
Manolo Blahnik



MICHAEL WARD, CEO,
Harrods



TOMMY HILFIGER, Principal
Designer, **Tommy Hilfiger Global**



NICOLE ZHOU, GM,
Semir Group international



MARTINO SCABBIA GUERRINI,
EVP, President EMEA, APAC &
Emerging Brands, **VF Corporation**



DAVID GANDY, Founder,
David Gandy Wellwear



NEERAJ TECKCHANDANI,
CEO & Director, **Apparel Group**



RAFFAELLA CAMPAGNOLI,
Chief Strategy Officer,
Majid Al Futtaim Retail



NATASHA FISHMAN,
Chief Communications Officer,
Authentic Brands Group

“I was thinking about the last few days in Dubai and it was probably one of the most amazing times of my career. The chance to meet all these amazing people and exchange thoughts with them was a unique experience. The meeting with His Highness was unforgettable. I want to thank The Retail Summit for making this possible”.

DHI NUNES, Co-Founder, **The Latest Store**

“It’s been absolutely amazing, thank you so much for showing me trust and inviting me to Dubai”.

KATRINE LEE LARSEN, Founder & CVO, **Copenhagen Cartel**

“Thank you so much for the last few days. Truly memorable trip spending time with incredible inspiring people. The dinner at the royal was incredible”.

JODY PLOWS, CEO, **Nobody’s Child**

“Congratulations on a fantastic event. Should be very proud of what you have achieved with the Summit. Definitely made some great contacts and got to speak to some very influential people, so thank you for the opportunity”.

DAVID GANDY, Founder, **David Gandy Wellwear**

“It was really inspiring to listen to some incredible leaders such as Jo Malone on the Women in Retail panel yesterday, it was a really intimate discussion and it was just great to learn from so many incredible women”.

FRANCESCA DINARDO, Account Executive, **Braze**

“I loved everything about the event!! Thank you to everyone for being so welcoming and the professional, friendly atmosphere. It exceeded my expectations by far”.

CLAIRE O’CONNOR, Chief Executive Officer, **Babyballet Limited**

SUMMARY OF KEY THEMES

THE RETAIL SUMMIT

CUSTOMER CENTRICITY

Leave your customer feeling heard and appreciated.

Understanding customer's values, frustrations and expectations plays a crucial role in capturing their hearts and minds. And ultimately, delivering long lasting business value.

Sessions included:

- Building A Truly Customer Centric Operating Model
- Reviving Legacy Formats: What Is The Future Of Speciality Retail?
- Inspiration Not Aggregation: Setting New Standards for Luxury E-commerce Platforms
- Delivering Next Generation Loyalty and Personalisation at Scale

SUSTAINABILITY

Building a portfolio to drive positive change

Now that customers are voting with their wallets, investing in sustainability is a non-negotiable necessity for brands.

Global leaders shared how they are setting standards for environmental & employee welfare, transparency & traceability across the supply chain and meet ESG goals.

- It's Cool To Care - Building A Sustainable, Community-Driven Impact
- Mindful Fashion Consumption: Taking Fashion Responsibility Seriously
- Sustainability Value Chains: Because We Only Have One Planet

PEOPLE AND CULTURE

Putting your people first, every time

Businesses that embrace progressive values, champion change, promote diversity and create dynamic teams are succeeding in and defining the modern retail world.

People and Culture was a topic at the core of the 2023 agenda, with seminal sessions that included:

- Diversity, Inclusivity And Sustainability With An African Twist
- What Women Want: Driving Gender Diversity In Retail
- The Competition For Retail Talent
- Smells Like Team Spirit: The Power Of Sticking To Your Core Values

WHO ATTENDED

THE RETAIL SUMMIT



ICON DINNER

THE
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DINNER



The industry elite joined together at a special networking dinner to honour the creativity, vision and leadership of **Tommy Hilfiger**. Set under the stars with cascading fountains retail leaders celebrated Tommy's enviable achievements in business and fashion.

NETWORKING BEACH PARTY



Taking place at the newly opened, highly acclaimed **Atlantis, The Royal**, the **Beach Party** was the perfect place to unwind and socialise after a day of learning and discovery. With a DJ, live band and the sun setting guests relaxed and continued networking and discussing key takeaways from the 1st day.

WOMEN IN RETAIL



3 inspirational female leaders: **Halla Al Kassm**, Founder & Chairwoman of **Carina Wear**; **Khadija Oubala**, CEO of **The Sultan Center**; **Jo Malone CBE**, Founder & Creative Director of **Jo Loves** shared their candid, personal experiences and support in equality in retail.

VIP & SPEAKER DINNER

Invited guests came together for the **VIP & Speaker** networking dinner at the newly opened, award-winning **Milos restaurant** at **Atlantis, The Royal** - in this sophisticated and elegant atmosphere the global retail elite further connected and strengthened relationships.

“Congratulations for a perfectly run event and thank you again for inviting me - you all have been incredibly welcoming”.

MATTEO ATTI, Chief Marketing Officer, **Vista**

“We were attracted by the nature of the intimacy at the event and the level of people that come to the event, a lot of senior members of the retail industry are in attendance from the fashion brands themselves to technology partners. It’s a great place to come and collaboratively look at what ideas are being shared across the industry, what people are doing and where the industry is moving”.

SAEED ALAJOU, Senior Director & General Manager UAE, **Unifonic**

“It was a great Summit, lots of good energy and engagement in the auditorium, and outside of it, day and night”.

PETER WOOD, CEO, **AllSaints & John Varvatos**

“I loved the event and it was fantastically organized, I made some amazing connections and loved the line-up of speakers”.

DR HEIKE LIEB WILSON, Chief Executive Officer & Founder, **Brightly Labs LLC**

“I’ve been amazed by the number of real senior big hitters! Tommy Hilfiger yesterday and Jo Malone’s session was amazing! It was great to hear from big retailers and the challenges they face and how they have successfully adapted over time”.

THOMAS ESSENHIGH, VP - Retail, **Worldpay From Fis**





PRESS CLIPPINGS

THE RETAIL SUMMIT

Home - Industry - Dubai Retail sector contributed 24.1% in Dubai's economy in 2022

March 16, 2023 7:02 pm

Dubai Retail sector contributed 24.1% in Dubai's economy in 2022

The Retail Summit 2023 kicks off in Dubai



The Retail Summit 2023 launched today in Dubai (Photo Credit: Dubai Media Office)

Dubai's economy expanded by 4.6% in the first nine months of 2022, reaching 307.5 billion dirhams, with 24.1% contributed by the retail sector

This was highlighted by His Excellency Abdul Aziz Al-Jabali Al-Ghurair, the Chairman of Dubai Chambers at the opening of the Retail Summit 2023 in Dubai.

Al-Ghurair said "The Retail Summit is an important platform that brings together leaders in the retail sector, economic experts, and analysts to address critical issues, identify opportunities and challenges, and devise plans and strategies to advance the sector. The retail sector plays an important part in strengthening the local and global economies, including the digital economy, while also serving the broader goals of sustainable development."

Tommy Hilfiger eyes VR for e-commerce

Fashion brand is clued into each detail of ecommerce's evolution

DUBAI
BY DHANUSHA GOKULAN
Chief Reporter

Tommy Hilfiger will not mind taking help from virtual reality – if doing so means the apparel brand that bears his name can get in more sales. This is in line with global brands looking to get more growth in what's seen as the next phase of online shopping.

"When we entered e-commerce, we were thinking of how to drive sales," said Hilfiger, speaking at The Retail Summit in Dubai. "Just having runway shows wasn't enough. We wanted to do catalogue runway shows featuring products people could buy immediately.

"We think that the Millennials and Gen Z want immediate gratification. When they see something, they want to buy



Tommy Hilfiger talks about his brand's desire to break conventions at The Retail Summit 2023 in The Atlantis.

it immediately." Hilfiger now holds the title of Principal Designer at his eponymous brand.

Live streaming on Roblox

To attract consumers from 'Generation Alpha', or those born between 2010-25, the brand is engaging with the age group by diving deeper into Metaverse gaming platforms like Roblox.

Its participation at the September 2022 New York Fashion Week was live-streamed on Roblox with a 'see now, buy now' element.

"The vision for the future has much to do with what we've been discussing regarding Metaverse and digital," he said. "We feel we are a step ahead in the digital world with video gaming and our partnerships

with Roblox and other opportunities."

The show broadcast on Roblox had avatars wearing the collection walked through the platform's virtual New York City.

"The show was operating in the Metaverse and in real-time. So while we were launching our video game with Roblox, it was shown on the big screens during the show.

"We find that many Gen Z are playing video games, but they're buying digital skins while playing the video games. Once they buy the physical, they want to buy the digital, and when they buy the digital, they want to buy the physical."

Tommy's celebrity partners

A lifelong student of retail, the 71-year-old designer said he is aware of what is going on in the world of pop culture and has an active presence on all forms of social media, including TikTok.

"I like to know what my competitors are doing at all times," said Hilfiger.

33.7 مليار درهم مبيعات التجارة الإلكترونية في الإمارات



أحمد بن محمد يشهد انطلاق «حملة الترتلة 2023» في دبي

توقع قطاع التجارة الإلكترونية في الإمارات أن يحقق نموًا بنسبة 15.6% في عام 2023، مقارنة بنموه بنسبة 11.1% في عام 2022. وتوقع قطاع التجزئة أن يحقق نموًا بنسبة 4.6% في عام 2022، مقارنة بنموه بنسبة 4.1% في عام 2021. وتوقع قطاع الخدمات أن يحقق نموًا بنسبة 4.1% في عام 2022، مقارنة بنموه بنسبة 3.8% في عام 2021.

وقال أحمد بن محمد، رئيس مجلس إدارة هيئة تنظيم الاتصالات، إن قطاع التجارة الإلكترونية في الإمارات يشهد نموًا متسارعًا، وذلك بفضل التطور التكنولوجي المتسارع، وزيادة الاعتماد على الخدمات الإلكترونية، خاصة في ظل جائحة كورونا.

وأضاف أن قطاع التجارة الإلكترونية في الإمارات حقق نموًا بنسبة 15.6% في عام 2022، مقارنة بنموه بنسبة 11.1% في عام 2021. وتوقع أن يحقق نموًا بنسبة 15.6% في عام 2023، مقارنة بنموه بنسبة 11.1% في عام 2022.

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To be a Partner for The Retail Summit 2024 contact: **MARC HOWARD, Director & Co-Founder** marc.howard@theretailsummit.com