

Drapers Fashion Forum 2019

10 OCTOBER
COUNTY HALL,
LONDON
SE1 7PB

PROGRAMME

KEEPING UP WITH THE CONSUMER

08:00 REGISTRATION & REFRESHMENTS

09:00 WELCOME ADDRESS:

Kirsty McGregor, Editor, Drapers

09:10 DRAPERS RESEARCH: **THE CONNECTED CONSUMER**

Drapers' Rebecca Thomson will share highlights from the recent Connected Consumer multichannel customer insight report which shines a light on how fashion shoppers are using mobile, social and store shopping.

Rebecca Thomson, Head of Commercial Content, Drapers

09:30 POWER TALK: **THE LEVI STRAUSS & CO. CHANGE IT UP CONSUMER JOURNEY**

Richard Hurren, Vice President & Managing Director North Europe, Levi Strauss & Co.

10:00 POWER TALK: **CULTIVATING AN EMOTIONAL CONNECTION WITH YOUR CUSTOMER**

An emotional connection is the foundation for brand loyalty. Customers with a strong bond and brand loyalty have been shown to be more invested in a brand - and its success. They buy more products, visit the website or physical store more often, are less sensitive to price, and recommend your brand to more people in their social circles. So how do you go about creating that personal connection with your customer?

Linzi Boyd, Founder, The BoB Group

10:30 PANEL DISCUSSION: **CX MARKS THE SPOT – CUSTOMER-CENTRICITY GOES MAINSTREAM**

Customer experience is just as important today as product and service. Consumers are looking for a more compelling shopping experience and retailers are looking for new ways to give it to them. From storytelling, to offering interactive and technology-focussed touchpoints, what's the secret? How can you connect with customers in different and innovative ways? The customer-centric model offers a robust solution that enables retailers to determine what their customers want and also deliver it – with speed and at scale. So, can offering an exceptional customer experience go mainstream?

CHAIR: *Kirsty McGregor, Editor, Drapers*

PANEL: *Paul Hayes, Chief Executive Officer, Seasalt*

Ryan Llewellyn-Pace, Managing Director UK & Ireland and Global Distributors, Barbour

Greg Petro, Chief Executive Officer, First Insight

11:10 COFFEE & NETWORKING

<p style="text-align: center;">STAGE ONE <i>The Big Picture</i></p>	<p style="text-align: center;">STAGE TWO <i>Keeping it Practical</i></p>
<p>11.40 POWER TALK: AVON: A BUSINESS TRANSFORMATION DONE BEAUTIFULLY</p> <p>With consumers better informed than ever before, and with beauty purchases being more emotionally driven than other sectors, Avon’s marketing has had to evolve to get through to today’s overwhelmed consumer. From embracing digital in order to integrate into modern life, and finding new ways to engage with customers, this session will explore how Avon is connecting with individuals to learn what they need and more importantly how they feel, in order to make their choice simple.</p> <p>Anna Chokina, Global Vice President Face Care & Personal Care, Avon</p>	<p>11.40 WORKSHOP: THE PERSONALISATION IMPERATIVE: HOW TO MOVE FROM VISION TO REALITY</p> <p>Personalisation is no longer a ‘nice to have’ for fashion & apparel organisations. The pressure to innovate only continues to quicken to keep pace with changing consumers – and market – demands. Fully mature personalisation enables companies to become nimble in how they interact with each individual customer and increases not only customer lifetime value, but the customer lifetime experience. Join Jason Grunberg, VP of Marketing at Sailthru, as he breaks down how to approach personalisation so that your organisation can continuously improve the customer experience and reap the revenue benefits.</p> <p>Jason Grunberg, Vice President of Marketing, Sailthru</p>
<p>12.00 PANEL DISCUSSION: RETAILVENTION – THE TRANSFORMATION OF BRICKS & MORTAR RETAIL</p> <p>Given the continuous talk of a retail apocalypse and the closure of major stores in recent years due to the digitisation of shopping and the shift in consumer behaviour, fashion retailers have had to look to new ways to innovate in the traditional store space. With more brands moving from the online to offline world, retailers have had to revamp stores or introduce new features to increase foot traffic to bricks-and-mortar stores. Whether it’s increasing investment on in-store technology, streamlining service, or focussing on new product lines to further enhance the customer experience, how are forward-thinking retailers reinventing bricks & mortar stores to appeal to tomorrow’s consumer today?</p> <p>CHAIR: Jill Geoghegan, Deputy Editor, Drapers PANEL: Peter Ruis, Managing Director of International, Anthropologie Victoria Suffield, Founder, The Hambleton Talbot Logan, Senior Vice President of Brand Management, Ben Sherman Hannah Mercer, Vice President of Retail Operations, Adidas</p>	<p>12.20 SPOTLIGHT SESSION: THE LARGEST UNTAPPED MARKETING CHANNEL: HOW FASHION RETAILERS ARE IGNORING CUSTOMERS POST-CHECKOUT AND WHY THIS NEEDS TO CHANGE</p> <p>Whilst brands obsess over customer acquisition, what happens after they purchase? The UK’s fashion retailers are ignoring their customers post-checkout, at a time when they are most engaged with the brand. Learn how to utilise this untapped marketing channel and drive up the value of existing customer base.</p> <p>Join us for an exclusive look at parcelLab’s UK E-Commerce Shipping Study 2020: Fashion Edition and be the first to hear the results of our analysis of the UK’s 100 top fashion retailers in the areas of checkout, shipping and returns.</p> <p>Angus Knights, UK Partnership Manager, parcelLab</p>
<p>12.40 SUCCESS STORIES: COLLABORATE TO INNOVATE</p> <p>Brands and retailers are overwhelmed with a constant pace of change; from shifting market expectations to increasing consumer demand. This talk will discuss how Pentland Brands has deployed a disruptive mindset to stay relevant in an ever-evolving environment.</p> <p>Chirag Patel, Chief Operating Officer, Pentland Brands Emily Haynes, Head of Ideas Incubation, Pentland Brands</p>	<p>12.40 SPOTLIGHT SESSION: HOW IN-STORE DIGITAL TRANSFORMATION ENABLED FRENCH CONNECTION TO ACHIEVE SALES UPLIFT & IMPROVE CUSTOMER EXPERIENCE</p> <p>A recent report by Mercaux found that 87% of retailers believe customer expectations will become more important over the next two years, but worryingly, only 20% of retailers feel their organisations are ready to meet these. French Connection are one of those retailers ready for change. Here, Simon Donoghue shares his two-year digital transformation journey into building a store of the future, ready to exceed customer expectations for years to come and shares the tangible uplift in sales already being achieved today.</p> <p>Simon Donoghue, Managing Director of Retail & Ecommerce, French Connection Olga Kotsur, Chief Executive Officer, Mercaux</p>

<p style="text-align: center;">STAGE ONE The Big Picture</p>	<p style="text-align: center;">STAGE TWO Keeping it Practical</p>
<p>14.00 SUCCESS STORIES: MAKING IT PERSONAL - THE TIFFANY & CO. STYLE STUDIO Learning lessons on CX and the ‘personal experience’ from the jewellery sector. Barratt West, Vice President & Managing Director UK & Ireland, Tiffany & Co.</p>	<p>14.00 SPOTLIGHT SESSION: THE NEXT GENERATION ENTREPRENEURS CHANGING THE FASHION INDUSTRY Klarna’s Richard Blakeborough presents the latest Drapers/Klarna collaboration: 22 entrepreneurs who are changing how the industry operates. From the brands leading the way on sustainability to those completely rethinking the fashion business model, Richard will give a quick-fire look at the leaders of the future, and how they’re pushing things forward. Including insight on why these brands are appealing to a new generation of consumer, and what Gen Z fashion shoppers want. Richard Blakeborough, Commercial Manager – Fashion, Klarna</p>
<p>14.15 SPOTLIGHT SESSION: BUILDING A BRAND FOR THE DIGITAL AGE Digital technology has transformed whole industries from music to entertainment to travel, fashion and beauty. In this exciting time, consumer behavior has changed forever, and brands must adapt to this new world. As platforms and marketplaces dominate, the rules of engagement have changed. It's no longer about talking to one customer segment but to many, not about having one identity or look and feel, but many. In this complex and ever-changing world, brands must adapt to the new digital-first landscape. Jonathan Ng, Director Marketing Strategy & Campaigns, Zalando</p>	<p>14.30 WORKSHOP: THE STATE OF FASHION 2019 - EMERGING BUSINESS MODELS Join this discussion session to debate the new emerging business models within the fashion sector. Outcomes: To be collectively informed of some of the latest thinking around how you can sell more Format: Informal round tables - get as involved as you like. Emerging themes:</p> <ul style="list-style-type: none"> - Global fashion context - Shifting market economics - Changing Consumer Behavior - Emerging Fashion business models - Implications for the fashion industry - Implications for Business & Operating Models - Retail 2.0 <p>HOST: Tony Bryant, Business Development Director, K3 Business Technologies</p>
<p>14.30 PANEL DISCUSSION: A NEW ERA OF ADVERTISING – AN EVOLVING LANDSCAPE The rise of social media opened up a unique platform for brands and retailers to interact directly with customers and has proven to be a valuable tool for them to not only connect with their customer-base in real-time, but to also promote their brands to a wider and more engaged audience. Traditional advertising methods were no longer the most efficient and cost-effective way of reaching a customer base with spend vs. ROI of social campaigns proving to be much more successful than TV or print ads. However, some would argue that the replacement methods and tools – such as influencer and social marketing – have opened up a whole new world of challenges as an increasingly crowded market and battling against algorithms has in fact made it harder to fight your way to the top of your customer’s feed. With some brands dropping TV advertising and others giving up on social – where should fashion retailers be putting their advertising spend to get the best ROI? CHAIR: Emily Sutherland, Senior Features Writer, Drapers PANEL: Mike Branney, Managing Director, Oh Polly Tom Beahon, Founder & Co-CEO, Castore Sara Lewis, Global Brand Director, Fashion Concierge Farfetch</p>	

15.40 POWER TALK: **COLLABORATION, INNOVATION & GROWTH**

Clipper Logistics' Tony Mannix will outline the thinking behind the new Drapers Clipper portal **Guide to Growth**, and why he hopes that this will be of value to emerging, growing and evolving retailers andetailers. The presentation will explore collaboration to speed up innovation and subsequently aid growth. The session will wrap up with a view of Clipper's innovative recruitment programme **FreshStart** and will outline how thinking differently has opened up a whole new recruitment stream - which has literally changed the lives of a very large group of people – all of which are now very much part of TeamClipper.

Tony Mannix, Chief Executive Officer, Clipper Logistics

16:10 IN CONVERSATION WITH: **SUPERDRY**

Peter Williams, Chairman, Superdry

17:00 DRINK RECEPTION & NETWORKING