

Agenda

WIRED Smarter.
Retail.

October 12, 2021
A virtual conference

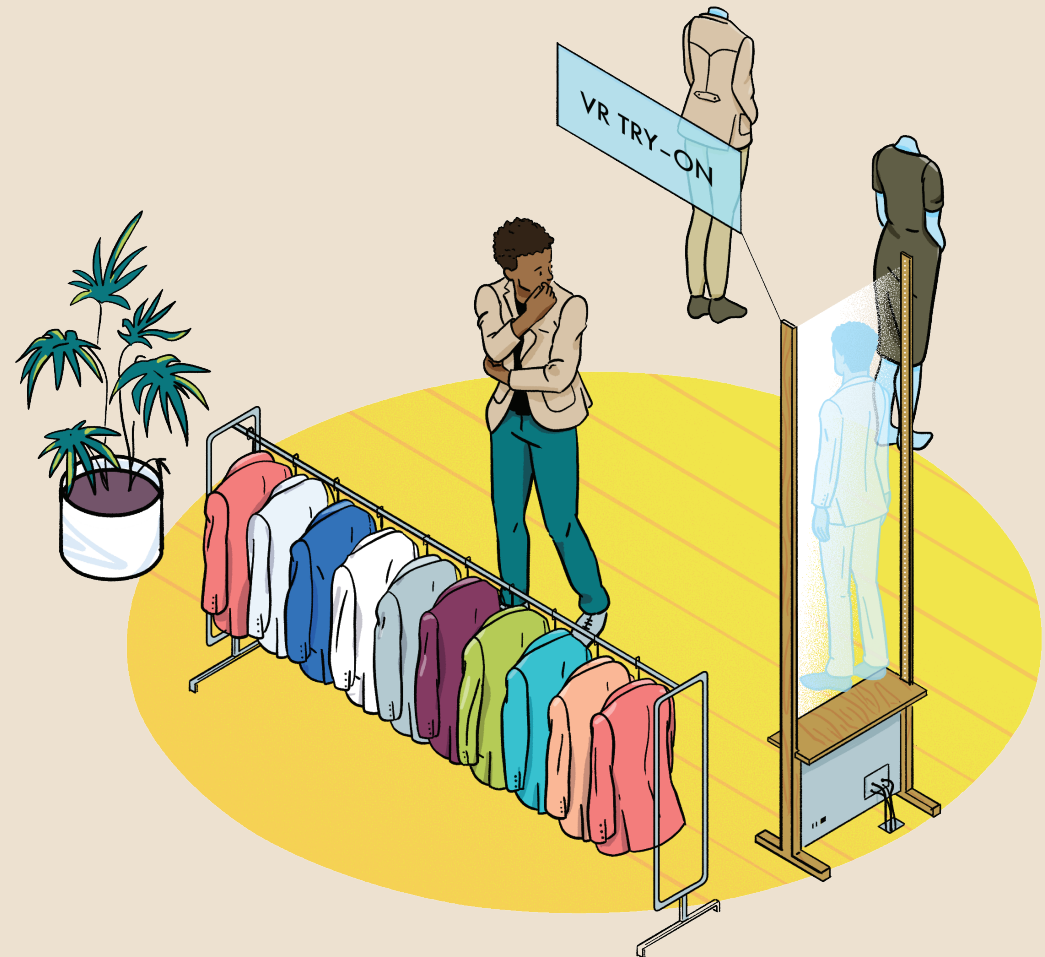
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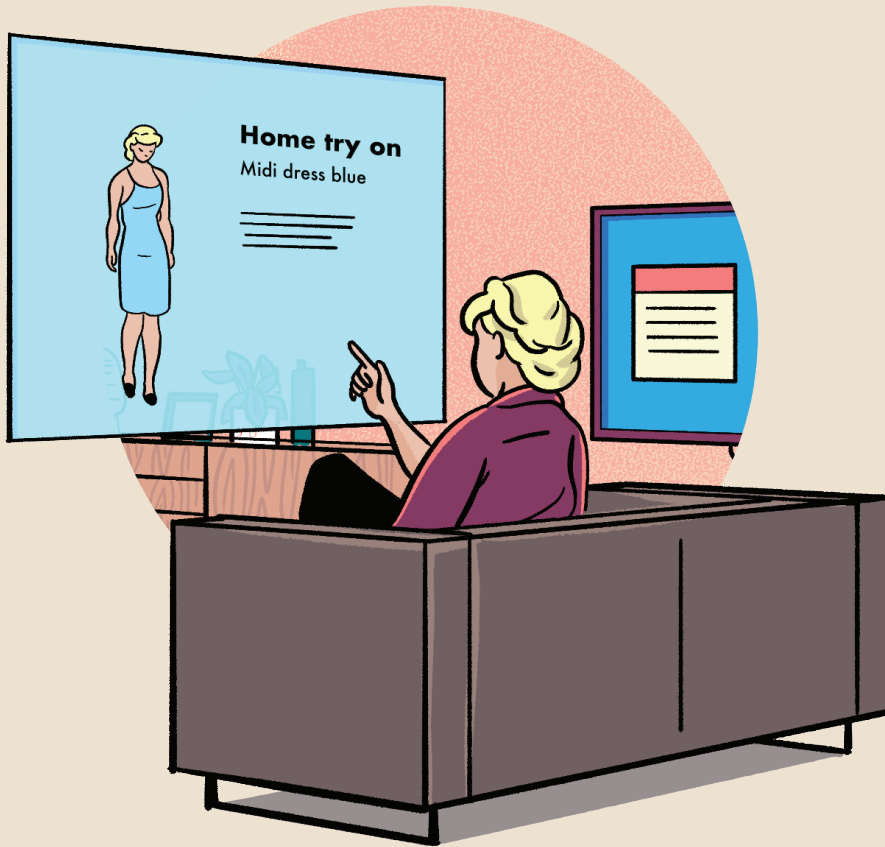


Welcome to WIRED Retail

A retail sector already reeling has been spent into an existential tailspin by the Covid crisis. Of course there have been winners. Big winners. Those with sophisticated and agile e-commerce operations could scale up and ship out. And they are well represented amongst this year's speakers at Wired Retail. In the third quarter of last year Mercado Libre, the 'Alibaba of Latin America', saw revenues jump 85 per cent year-on-year and the company is now valued at \$63bn. The Russian food retailer Pyaterochka saw a fifty-fold increase in demand for online shopping during the pandemic and its founder Sergei Goncharov credits heavy investment in data analytics, and the human capital able to make sense of it, for the company's success in handling that huge spike in demand. The Chinese online food retailer Pindoudou meanwhile is now the country's biggest e-commerce platform with more active buyers than Alibaba.

It wasn't just the essentials that became everyday deliverables. A ringing doorbell offered many of us a lockdown dopamine rush. Nike had a very good pandemic and is proving particularly smart in aligning e-commerce, engaging apps and, when and where possible, physical retail. DTC with Direct to Consumer (DTC) players also prospered and Shopify provided the tools for smart, new niche players. It's clear though that the days of cookie-cutter DTC disruptor's laying waste to entire sectors are over. The success of **Amanda Hesser's** Food52 suggests investment in quality content and community





building will now be key to long-term DTC success.

A new, sophisticated understanding of how physical retail can engage and energise a customer base and push online sales. And a new generation of data analysts, such as Fayetteville Road, are making clear how rich a data source physical retail can be and Smarter retailers are also re-tooling logistics and inventory management. Physical stores are now also serving as micro-warehousing as brands look to create a more agile network of fulfilment centres. Waste now carries a huge reputational cost and brands will have to leverage data analytics, smarter supply chains and more distributed and connected distribution to reduce it to a minimum. The demand for more sustainable materials and production processes, especially amongst younger consumers, is also impossible to ignore. And the buzz around Pangaia is proving that the right kind of scalable material science can be sexy.

The language around luxury will certainly be transformed as YOOX Net-a-Porter and others push to re-imagine consumption as responsible stewardship.



Nick Compton

WIRED Retail Curator

Agenda

> Tuesday, October 12, 2021 <

Episode one

12.30 BST

Welcome remarks

Greg Williams, Deputy Global Editorial Director, WIRED

12.35 BST

The modern grocer

Sergei Goncharov, Founder with Pyaterochka

12.50 BST

Social shopping and the rise of China's largest e-commerce platform

Andre Zhu, Senior Vice President of Global Affairs, Pinduoduo

13.05 BST

The micro-retail revolution

Shimona Mehta, Managing Director EMEA, Shopify

13.20 BST

Luxury on the move

Naz Kazazoglu, Business Design YOOX Net-a-Porter

13.35 BST

Content, community, commerce, in that order

Amanda Hesser, Co-Founder, of Food52

13.50 BST

Episode one closing remarks

Nick Compton, WIRED Retail Curator

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Episode two

15.00 BST

Welcome remarks

Nick Compton, WIRED Retail Curator

15.05 BST

Shaping the market place of the future

Cathy Sparks, VP Nike Direct, EMEA

15.20 BST

The circular take on food waste

Maria Morais, Consumer Industries Cloud Director, SAP

15.35 BST

Data and diversity

Brittany Hicks, Co-Founder, Fayetteville Road

Jessica Couch, Co-Founder, Fayetteville Road

15.50 BST

AR, 'shopscan' and why specs really are the new smartphone

Carolina Arguelles Navas, Group Product Marketing Manager, Snap Inc

16.05 BST

Bio-fabrication and the new supply chain

Amanda Parkes, Chief Innovation Officer, Pangaia

16.20 BST

Lessons from Latin America

Karen Bruck, VP Marketplace, Hispanic South America, Mercado Livre

16.35 BST

Episode two closing remarks

Greg Williams, Deputy Global Editorial Director, WIRED