

WORLDZ COLLECTIVE

Future Forum

Out of the Box: Retail Reimagined

The retail landscape is changing –
make sure you're changing with it!

We joined the CMO of American Eagle Outfitters as he talked retail reinvention with storied brands like Glenmorangie, Gen-Z favorite e.l.f. Beauty, and fashion icon Rebecca Minkoff.

Thomas Moradpour // President & Chief Executive Officer,

The Glenmorangie Company // **Moët Hennessy - LVMH**

Gayitri Budhraj // Chief Brand Officer // **e.l.f. Beauty**

Rebecca Minkoff // Founder // **Rebecca Minkoff**

Craig Brommers // CMO // **American Eagle Outfitters**



Thomas Moradpour is President and CEO of The Glenmorangie Company, part of LVMH, that creates two iconic Single Malt Whisky brands - Glenmorangie and Ardbeg. During his tenure, the business has excelled - on track to deliver its highest revenue and profit to date. Thomas joined LVMH in 2014, as CMO for Hennessy, where he drove the brand's strategy, reaching \$5Bn in retail sales annually. Previously his roles included senior positions with Carlsberg, Pepsico USA and L'Oreal.



An industry leader in accessible luxury handbags, accessories, and apparel, Rebecca Minkoff's playful and subtly edgy designs integrate the elements of bohemian femininity with a little bit of rock 'n' roll. After developing an affinity for design while in the costume department in high school, Rebecca moved to New York City at only 18 years old to pursue her dream of becoming a fashion designer. In 2005, Rebecca designed her first handbag, which she soon dubbed the "Morning After Bag," a.k.a. the M.A.B. This iconic bag ignited Rebecca's career as a handbag designer and inspired her edgy, feminine creations in the years to come. After four years of designing statement-making handbags and accessories, Rebecca introduced her first ready-to-wear collection in 2009. Today, Rebecca Minkoff is a global brand with a wide range of apparel, handbags, footwear, jewelry and accessories.



Gayatri Budhraj is the Chief Brand Officer at e.l.f Beauty, one of the fastest growing beauty companies - driven by a deep commitment to inclusive, accessible, cruelty-free beauty. She joined e.l.f Beauty in 2015 and brings over 15 years of experience in marketing and general management, with a strong track record of building and growing brands through bold and imaginative marketing. Gayatri holds a B.S. in Economics from the Wharton School at the University of Pennsylvania and an M.B.A. from Stanford University.



Craig Brommers has led global marketing for the most iconic brands in retail - Gap, Abercrombie & Fitch, and Calvin Klein. In 2020 he joined denim leader American Eagle as the new CMO. The youth culture brand has recently partnered with Gen Z favorites such as Addison Rae, Chase Stokes, and Madison Bailey on innovative, digitally-led campaigns.

CURATED SESSION TAKEAWAYS

Thomas (Moët Hennessy - LVMH)

1. The most important retail opportunities are making your consumers truly feel special. Products can be purchased anywhere, at the click of a button but in a physical retail environment, you can deliver emotion and experience which is far more worth paying for.
2. During times of change agility is a key skill -especially when unsure which aspects of your plan might collapse and which might grow exponentially.
3. Don't fall for the hype and remember that the "Metaverse" does not actually exist yet! It may eventually but for now it is a motley collection of disjointed techs and experiences that may, or may not, have utility for your consumers.

Rebecca (Rebecca Minkoff)

1. Temper the fine line between future forward-thinking and exciting technology. The key is to convert bleeding edge tech into a physical experience for your customer.
2. Leverage NFT utility in order to boost long-term engagement and solidify a consumer's place amongst your community.
3. PRACTICE RESTRAINT. It's easy to join a fleeting cultural trend but you must continue to prioritize quality over quantity when it comes to marketing plans, product, and everything you do in your business.

Gayitri (e.l.f Beauty)

1. In order to reach new heights and traverse untraditional paths, you must push yourself outside of your limits. Think MUCH BIGGER than you are.
2. Collaboration is key. You must FORCE MULTIPLY with others to make magic happen.
3. Move at the SPEED OF CULTURE. Information is traveling faster than ever and consumers need instant gratification. Ensure that your business is at the forefront of culture and always has a finger on it's pulse.

Craig (American Eagle)

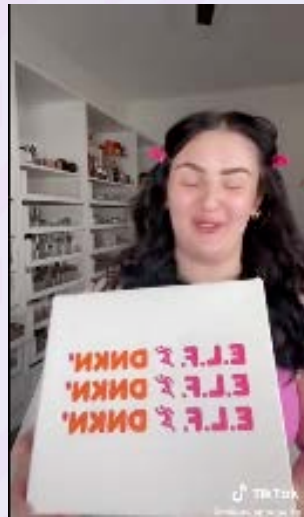
1. Have a mindset to embrace "Retail Re-imagined". As future leaders, you must be curious, adaptive, agile, and bold.
2. In regards to cut-through campaigns, it's time to change traditional rules. Speed, technology, head-snap creative shifts, and community-led activations are major opportunities for your business.
3. The Metaverse may be exciting but don't forget "Marketing 101" before diving into the space. Ask yourself what exactly you & your organization are trying to achieve in the space. Does it serve your customer? Does the tactic build your overall brand and bottom-line?

CAMPAIGNS

(Moët Hennessy - LVMH)



e.l.f Beauty



Rebecca Minkoff



American Eagle



MENTOR READING LIST



Thomas (Moët Hennessy - LVMH)

1. "Eating the Big Fish" by Adam Morgan
2. "How Brands Grow" by Byron Sharp

Gayitri (e.l.f Beauty)

1. "Pivot" Podcast with Kara Swisher and Scott Galloway
2. "The CPG Guys" Podcast
3. "Atlas of the Heart" by Brene Brown

Rebecca (Rebecca Minkoff)

1. "How I Built This" Podcast
2. Anything Gary Vaynerchuk
3. "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

Please enjoy 25% off the Rebecca Minkoff website with code "RmxPTTOW".

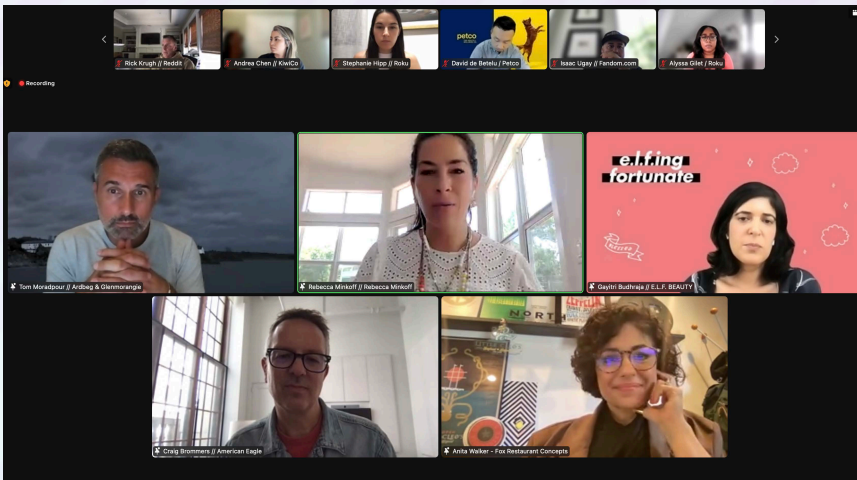
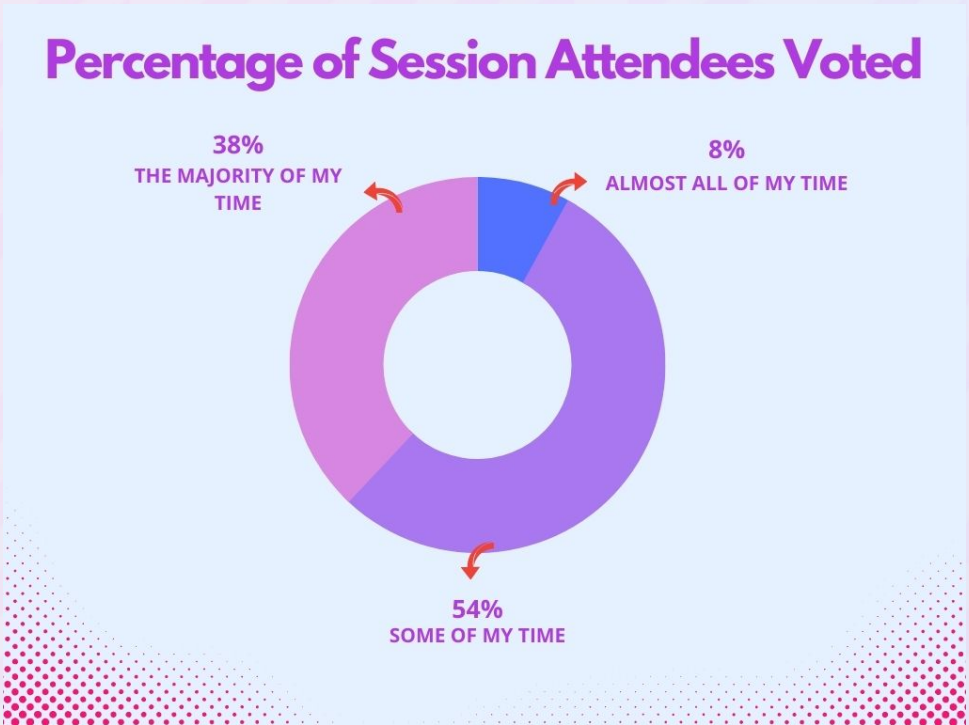
Craig (American Eagle)

1. "Business Wars" podcast
2. Listen to PTTOW & WORLDZ CMOs on digital panels
3. Get out, walk the streets, watch people

RECAP

Session Poll

Q: Post pandemic, how much of your role focuses on brand reinvention?



[CLICK HERE](#) to access the session recording.