

HBS RETAIL & LUXURY GOODS CLUB
PRESENTS THE 2023 CONFERENCE

COMMERCE CONNECTED

THE NEW FRONTIER OF CONNECTED
CONSUMERS, BRANDS, AND
TECHNOLOGIES

Monday, March 27th -
Wednesday, March 29th

Spangler Auditorium
Harvard Business School

Key Information

Campus map on
following page



Conference Locations

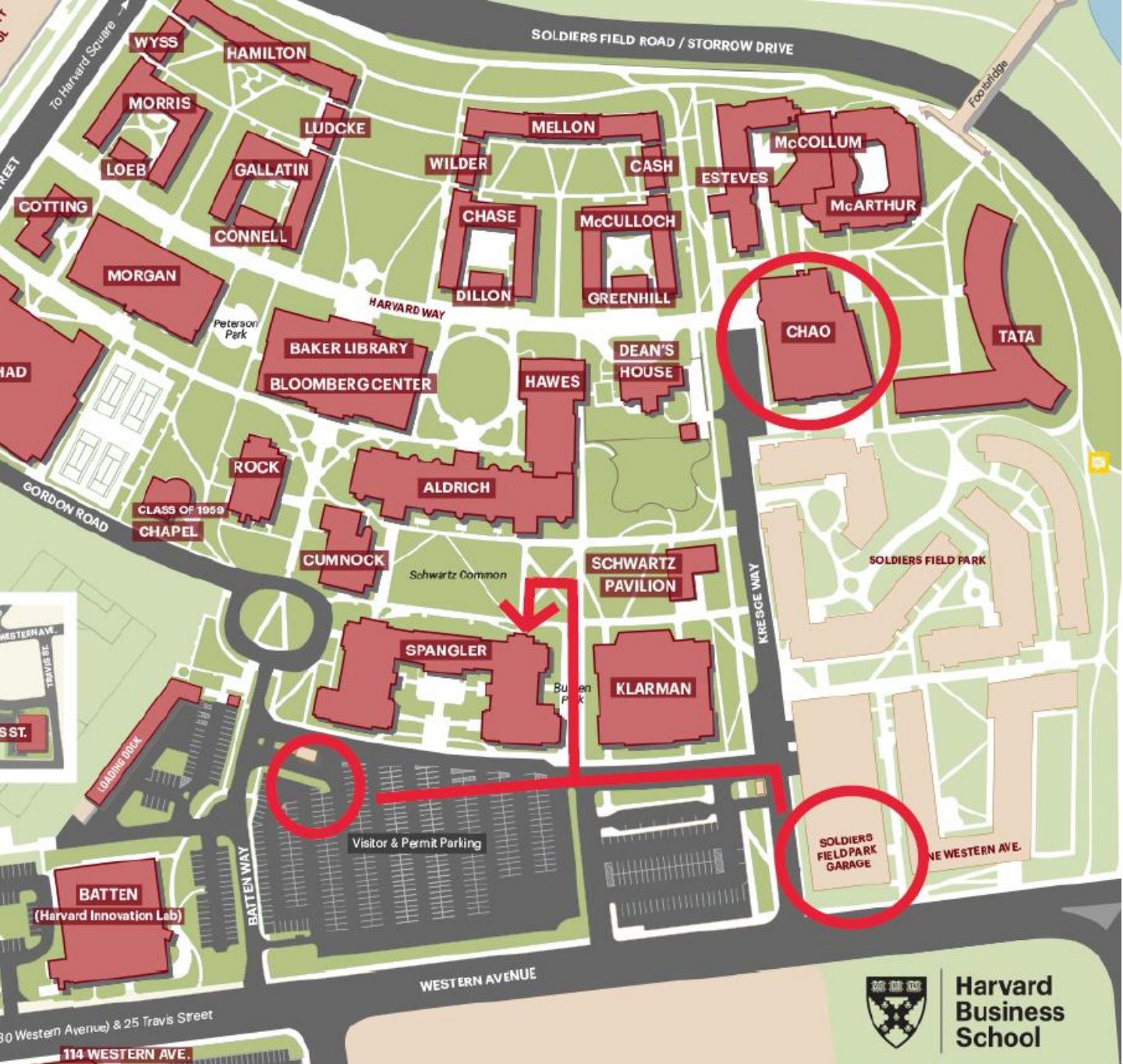
For speaker events, enter **Spangler** through the East front entrance (indicated by red arrow on map) and proceed downstairs to **Spangler Auditorium** to register.

Networking drinks will take place in the **Yi Ren Room, in Chao** (see map).

Transport

By Uber/Lyft: Use **Soldiers Field Parking Garage** as the drop off.

By Car: Enter through the **HBS Parking Lot** (Parking: \$20 per day or \$10 from 6pm).



Welcome

Dear Guests,

It is a pleasure to welcome you to Harvard Business School for the 2023 Retail & Luxury Goods Conference. After a three-year hiatus due to the global pandemic, we are excited to put this event back onto the yearly calendar.

This year's theme 'Commerce Connected' highlights the ever-increasing connections between consumers, brands and technologies. Through it, we will explore many exciting trends that are redefining the industry, including: celebrity brands, diversity and inclusion, investing in consumer, the future of footwear, the metaverse, sustainability in fashion, disruptors in beauty, and doing good through outdoor and active lifestyle brands.

We extend a warm thank you to our guest speakers, for sharing with us their time and insights into the exciting world of retail. We also want to thank our team of over ten dedicated students, without whom this event would not have been possible.

So, let's sit back and enjoy learning from some of industry's leading voices over the next three days.



Best Regards,

Louise Favre-Gilly
VP of Conference, Retail & Luxury Goods Club



Hiba Elbuluk and Alex Hough
Co-Presidents, Retail & Luxury Goods Club

Agenda

Day 1 - Monday, March 27

3.30pm	<i>Registration Opens</i>
4.00 - 4.45pm	Opening Remarks & Keynote - Anine Bing & Nico Bing
4.45 - 5.30pm	Panel - Future of Footwear
5.30 - 5.45pm	<i>Coffee Break</i>
5.45 - 6.30pm	Panel - Bullish on Buying: The Evolving World of Consumer Investing
6.30 - 7.15pm	Panel - Sustainability in Fashion
7.15 - 8.15pm	<i>Networking Drinks Yi Ren Room, Chao</i>

Day 2 - Tuesday, March 28

3.30pm	<i>Registration Opens</i>
4.00 - 4.40pm	Keynote - Kyle Leahy, CEO Glossier
4.40 - 5.20pm	Keynote - Diversity & Inclusion in Retail
5.20 - 5.30pm	<i>Coffee Break</i>
5.30 - 6.15pm	Panel - Web3 and the Metaverse: Hype or Revolution?
6.15 - 6.30pm	<i>Coffee Break</i>
6.30 - 7.15pm	Panel - Celebrity Brands
7.15 - 8.00pm	Panel - Outdoor & Active: Doing Good & Doing Well
8.00 - 8.45pm	<i>Networking Drinks Yi Ren Room, Chao</i>

Day 3 - Wednesday, March 29

5.30pm	<i>Registration Opens</i>
6.00 - 7.00pm	Panel - Disruptors in Beauty
9.00pm - 1.00am	<i>Fashion Show & After Party Boston Park Plaza (tickets sold separately)</i>

Agenda

Day 1 - Monday, March 27

- | | |
|---------------|--|
| 3.30pm | <i>Registration Opens</i> |
| 4.00 - 4.45pm | Opening Remarks & Keynote - Anine Bing & Nico Bing |
| 4.45 - 5.30pm | Panel - Future of Footwear |
| 5.30 - 5.45pm | <i>Coffee Break</i> |
| 5.45 - 6.30pm | Panel - Bullish on Buying: The Evolving World of Consumer Investing |
| 6.30 - 7.15pm | Panel - Sustainability in Fashion |
| 7.15 - 8.15pm | <i>Networking Drinks Yi Ren Room, Chao</i> |

Keynote - Anine Bing & Nico Bing

Monday, March 27 | 4.05 - 4.45pm



Anine Bing

Founder & CCO, Anine Bing

The concept of launching a modern fashion brand came naturally to Founder and Chief Creative Officer Anine Bing. Following a successful career as a model and singer-songwriter, Bing and her CEO husband relocated from their native Denmark to Los Angeles, before launching her namesake brand in 2012. Having lived and traveled all around the world, Anine was inspired to create timeless, effortless pieces, with an elevated edge. "For me, being able to merge my love of fashion with the creative process of design, and then see my pieces being worn on women from all four corners of the globe... There is honestly no bigger honor, or greater feeling", Bing said. Today, having amassed a dedicated and loyal following backed by over a million followers on Instagram alone, ANINE BING has evolved into a multimillion-dollar business, with over a dozen brick-and-mortar stores around the world. Featured in top print and digital publications including VOGUE, Harpers Bazaar, Forbes, WWD and Business of Fashion, Bing's designs are regularly worn by A-list celebrities and the industry elite. As a fashion authority, Bing is regularly called upon to speak at industry events and has recently expanded her line to include creative collaborations with iconic fashion photographer Terry O'Neill. As the founder of a fashion brand created for women by women, Bing is passionate about supporting nonprofit organizations dedicated to empowering and educating women and children including Dress for Success, Every Mother Counts, and Baby 2 Baby.



Nico Bing

Founder & CEO, Anine Bing

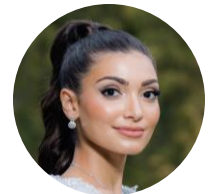
Nico Bing is the co-founder and CEO of Los Angeles-based fashion brand ANINE BING. A self-taught entrepreneur, Bing's background includes extensive experience in retail development, brand building, manufacturing, and commercial real estate. Shortly after relocating from their native Denmark to Southern California in 2012, Bing and his wife Anine quietly launched ANINE BING out of their garage in Silver Lake with one shared goal: to create a global fashion brand focused on timeless wardrobe essentials and elevated basics for the modern woman. Ten years later, ANINE BING has evolved into a multi-million dollar company with over 20 brick-and-mortar stores around the world and a social-media following of 1.5 million users on Instagram alone. In addition to building a successful direct-to-consumer business alongside wife and co-founder Anine Bing, Nico's accomplishments span the course of nearly three decades. To date, he has successfully owned 63 companies, opened approximately 35 retail stores worldwide, and invested in a diverse portfolio of fashion and lifestyle brands.

Keynote Director
and Moderator:



Maya Kashlan

Keynote
Moderator:



Brittany Arnett

Panel – Future of Footwear

Monday, March 27 | 4.45 - 5.30pm

Our esteemed panelists will share their thoughts on the latest technological advancements and market trends that are changing the way footwear is designed, manufactured, and sold. From the evolution of e-commerce to the digital frontier, we will explore the exciting possibilities that lie ahead for this ever-evolving industry.

Panel Director:



Steven Siegel

Panel Moderator:



Amari Griffin



Ivan Dashkov
Head of Web3, PUMA

Ivan leads PUMA's exploration into new marketing technologies. He's charged with taking the 75-year-old brand into new digital frontiers. As Head of Web3, Ivan has launched multiple successful NFT projects and established PUMA as a leading brand in the space. He also onboarded PUMA into new gaming and metaverse experiences such as Roblox, NBA All-World, and PUMA's Black Station. Before focusing on Web3, Ivan was PUMA's Digital Culture Creative Director and led the brand's use of new creative executions and adoption of emerging platforms such as TikTok. Before joining PUMA, Ivan worked on social and digital initiatives for the NBA, pushing the league into new spaces - at the time - such as Reddit, Vine, Snapchat, and Musical.ly.



Dan Sunwoo

Senior Director of Virtual Creation & Curation, Nike Virtual Studios

Dan Sunwoo joined Nike Virtual Studios in April 2022. He and his team will be focused on conceiving and building all of Nike virtual collectibles and experiences. Dan has been with Nike for nine years, during which he has held several roles, including GM of NBHD + SNKRS for Asia Pacific Latin America and Director of Innovation Strategy. He has led strategic planning for early stage ideas including the Nike Adapt Platform, Space Hippy, & Nike Flyease. He has lived out one of his childhood dreams by collaborating with legendary designer Tinker Hatfield on a few shoes, namely AJ3 Seoul, Fab Five Jordan, and U of O Jordans. Before joining Nike, Dan worked for the Charlotte Hornets front office and a startup medical device company that had a therapy to accelerate healing in sports injuries. He earned a BA from Case Western Reserve University and MBA from Harvard Business School. He and his wife Soyeon have two young boys Christian and Isaiah and live in Portland, OR.

Panel - Bullish on Buying: The Evolving World of Consumer Investing

Monday, March 27 | 5.45 - 6.30pm

In this session, we will explore the latest trends, challenges and opportunities in consumer investing. Our esteemed group of panelists will share their insights on the changing dynamic of consumer investing and help us understand how they evaluate investment opportunities and maximize returns.

Panel Director:



Zoe Foulkes

Panel – Bullish on Buying: The Evolving World of Consumer Investing
Monday, March 27 | 5.45 – 6.30pm



Brendan Hanrahan [Moderator]

VP, Bain Capital

Brendan is Vice President on Bain Capital's core private equity team. He focuses on a range of sectors across the Consumer and Business services landscape, including retail, apparel, luxury fashion, ecommerce, multisite services, and restaurants. Prior to Bain Capital, Brendan was a consultant at McKinsey & Company serving public and private sector clients. He is a graduate of Harvard College and The Stanford Graduate School of Business.



Daniel Casiero

Principal, Prelude Growth Partners

Daniel is a Principal at Prelude Growth Partners, a growth equity firm that supports brands made for the new modern consumer. Daniel brings a depth of experience partnering with consumer companies. Prior to joining Prelude Growth Partners, Daniel worked as an Associate Partner at McKinsey & Company in New York where he drove omni-channel growth for consumer and retail companies and conducted investment due diligence for private equity clients. Daniel began his career at The Blackstone Group as an investment banker in the Restructuring practice. Daniel received a BS in Economics from The Wharton School, graduating summa cum laude, and earned his MBA with distinction from Harvard Business School.

Panel – Bullish on Buying: The Evolving World of Consumer Investing Monday, March 27 | 5.45 – 6.30pm



Alaina Hartley
Principal, Greycroft

Alaina joined Greycroft in 2018 and is based in Los Angeles. She focuses on early-stage companies and co-leads investments in the Consumer Products Sector. Prior to Greycroft, Alaina worked at Bain & Company, where she consulted across Bain's private equity, technology and media, and retail practices. Previously, Alaina drove go-to-market and brand strategy initiatives for Snap's first hardware product, Spectacles, which earned fourteen nominations and six wins at the 2016 Cannes Lions awards. Alaina serves as the Vice Chair of USC's Women in Economics Council. Alaina holds a BA in Economics from the University of Southern California.



Neha Mathur
VP, Advent International

Neha Mathur joined Advent in 2016 focusing on buyout and growth equity investments in the retail, consumer & leisure sector. Following business school, she rejoined Advent and is currently a Vice President in the Boston office. Neha is on the board of directors for Sovos Brands and works on Advent's investments in Olaplex, Orveon, and First Watch. Beyond Advent, Neha has previously held roles at Bain Capital Double Impact and as a consultant at McKinsey & Company in their NYC office. Neha received a BS in Economics from the Wharton School and a BSE in Systems Engineering from the University of Pennsylvania School of Engineering, summa cum laude, and an MBA from Harvard Business School.

Panel – Bullish on Buying: The Evolving World of Consumer Investing Monday, March 27 | 5.45 – 6.30pm



Sam Pritzker

Principal, TSG Consumer Partners

Sam is a Principal at TSG Consumer Partners, a global leader in consumer-focused investing with nearly \$20 billion assets under management. At TSG, Sam is responsible for originating and diligencing new investment opportunities, structuring transactions and working with portfolio companies. Sam has been closely involved in investments in beauty, e-commerce and multi-unit consumer services businesses including HUDA Beauty, Canyon Bicycles, Backcountry and Specialty Dental Brands. Prior to joining TSG, Sam was an investment banker at J.P. Morgan in Leveraged Finance. Sam received a BA, with Distinction, in Economics and French from Amherst College.

Panel - Sustainability in Fashion

Monday, March 27 | 6.30 - 7.15pm

The fashion industry currently accounts for up to 10% of global carbon emissions, and reducing the industry's environmental impact will be imperative to addressing climate change at large. Sustainability is also of growing importance as a factor in consumer purchasing decisions and has become a core consideration in brands' strategies and operations, from supply chain management to innovation in materials and processes. In this session, we will explore how fashion brands today are tackling these issues and building a more sustainable future.

Panel Director:



Cat Ding



Mike Toffel [Moderator]
Professor, Harvard Business School

Michael Toffel is the Senator John Heinz Professor of Environmental Management. His research examines how companies are addressing climate change and other environmental and working condition issues in their operations and supply chains. He serves as the Faculty Chair of the HBS Business and Environment Initiative, co-chairs Harvard's Presidential Committee on Sustainability, and co-founded and hosts the HBS Climate Rising podcast, which covers a range of business and climate change topics. He received a Ph.D. from the Haas School of Business at UC Berkeley and an MBA and Master's in Environmental Management from Yale University.



Rohit Burman

VP Sustainability & Inclusion, Calvin Klein Global and PVH Americas

Rohit Burman is a senior leader with over 20 years of global experience in corporate social responsibility, sustainability, foundation and nonprofit management, and inclusion and diversity. He is recognized for his expertise in strategy, program development, communications and stakeholder engagement, employee engagement programs and change management. Rohit has overseen the creation of significant global corporate responsibility and sustainability programs as well as foundations.

Rohit currently is Vice President, Sustainability and Inclusion, Calvin Klein Global and PVH Americas. Rohit began his career at the International Union for the Conservation of Nature. He has held senior corporate social responsibility positions at J.P. Morgan, MetLife, M.A.C Cosmetics and The Estée Lauder Companies. Rohit has also served as an independent sustainability and social impact consultant, including for organizations such as Philanthropy New York and the Zegar Family Foundation.

Over his career, Rohit has served on several boards, including Philanthropy New York, Grantmakers in the Arts, and Funders for LGBTQ Issues; the Steering Committee of the Africa Grantmakers' Affinity Group; and the Trustee Committee on Education of the Museum of Modern Art. Rohit received his Master of Public Policy from Georgetown University and holds a B.A. in Economics from The College of Wooster.



Behnaz Ghahramani

CEO, Brother Vellies

Behnaz Ghahramani is the CEO of Brother Vellies, a Black owned female led luxury accessories brand founded by Aurora James, creator of the Fifteen Percent Pledge. She was most recently the Chief Marketing and Digital Officer at Stuart Weitzman, where she oversaw brand strategy, marketing communications and ecommerce globally. Prior to Stuart Weitzman, Behnaz held leadership positions at Ralph Lauren and Gucci where she launched Chime for Change, a global Campaign founded by Gucci, Salma Hayek and Beyoncé to raise funds and awareness for women and girls focusing on education, health and justice.

Behnaz sits on the board of directors for Fashion Group International, is an Advisory Board member of Glamour's Women of the Year Award, and is also part of Fast Company's Impact Council. She has an MBA from INSEAD and a B.S. from George Mason University. She is a first generation Iranian American, and is a mom of two young girls.



Amanda Parkes
Chief Innovation Officer, PANGAIA

Dr. Amanda Parkes is a fashion scientist with over 15 years of experience in fashion innovation, sustainability, biofabrication, wearable technology, interaction design and smart materials spanning research, development, and product commercialization for startups and major tech and fashion companies. She is the Chief Innovation Officer of PANGAIA, a materials science company and fashion brand building a sustainable future, named #7 on Fast Company's 2023 list of Most Innovative Brands. She currently teaches at Harvard University in the Masters of Design Engineering Program on Sustainable Textile Ecologies. Past career highlights include roles as the Chief Innovation Officer of Future Tech Lab, an investment fund focused on sustainable material innovations, the CTO of fashion tech incubator Manufacture NY, Adjunct Assistant Professor at Columbia University Department of Architecture, and co-founder of Bodega Algae, a microalgae biofuels company. Amanda received a PhD & M.S. in Tangible Media from the MIT Media Lab and a B.S. in Mechanical Engineering & B.A. in Art History from Stanford University. She has been named to The Business of Fashion 500 People Shaping the Global Fashion Industry, Vanity Fair's 8 Wildest Women of Silicon Valley, The Glossy 50: Fashion's Digital Front Runners, and as one of Alleywatch's 10 Most Influential People in Fashion Technology.

Agenda

Day 2 - Tuesday, March 28

3.30pm	<i>Registration Opens</i>
4.00 - 4.40pm	Keynote - Kyle Leahy, CEO Glossier
4.40 - 5.20pm	Keynote - Diversity & Inclusion in Retail
5.20 - 5.30pm	<i>Coffee Break</i>
5.30 - 6.15pm	Panel - Web3 and the Metaverse: Hype or Revolution?
6.15 - 6.30pm	<i>Coffee Break</i>
6.30 - 7.15pm	Panel - Celebrity Brands
7.15 - 8.00pm	Panel - Outdoor & Active: Doing Good & Doing Well
8.00 - 8.45pm	<i>Networking Drinks Yi Ren Room, Chao</i>

Keynote - Kyle Leahy, CEO Glossier

Tuesday, March 28 | 4.00 - 4.45pm



Kyle Leahy
CEO, Glossier

Kyle Leahy is Glossier's Chief Executive Officer. Kyle previously served as Glossier's Chief Commercial Officer before stepping into the CEO role in May 2022. She brings to Glossier both a deep appreciation of the power of timeless consumer brands and the proven experience of leading large, dynamic organizations through transformational moments. Kyle is passionate about building brands that connect deeply with consumers, and she has spent her career setting strategy and optimizing operational execution to build enterprise value and maximize brand potential. Prior to Glossier, she worked at Cole Haan, including several years as part of Nike Inc., in multiple Strategy, General Management, Digital and Retail leadership roles, most recently as the Executive Vice President & GM of North America. Kyle is based in Massachusetts, where she lives with her husband and two young children.

Keynote Director
and Moderator:



Kat Duarte

Keynote - Corey Smith and Nicole Cokley Dunlap

Tuesday, March 28 | 4.40 - 5.20pm



Corey Smith

Head of Diversity and Inclusion, LVMH Americas

Corey Smith is currently Vice President of Diversity & Inclusion at LVMH Inc. As such, Mr. Smith leads all Diversity, Equity and Inclusion initiatives for North America for the LVMH portfolio of luxury brands. Prior to joining LVMH in September of 2020, Corey was Head of Diversity & Inclusion at Major League Baseball. With over 20 years in Diversity & Inclusion (D&I), Corey has worked in several industries including manufacturing, technology, education, consumer products, entertainment, media and sports. Mr. Smith's overall D&I experience includes creating inclusive hiring programs designed to recruit more diverse talent, as well as implementing workforce initiatives for the equitable growth and advancement of internal talent. Corey has also led external D&I strategies focused on diversifying customer engagement, growth marketing strategies and experiential activations focused on inclusion. Finally, Corey has also created Supplier Diversity initiatives around inclusion in corporate supply chain resulting in economic impact for diverse businesses. Mr. Smith has served on several boards including Diversity Information Resources (DIR) and served as Board Chair for the NY/NJ Minority Supplier. Development Council. Mr. Smith holds a BS in Mechanical Engineering and a MBA, both from Columbia University.



Nicole Cokley Dunlap

Chief Diversity, Inclusion, and Equity Officer at Bed Bath and Beyond

Nicole Cokley Dunlap joined Bed Bath Beyond Inc. as SVP, Chief Diversity, Equity & Inclusion Officer in October 2021, responsible for developing and implementing company-wide strategies with a focus on driving business outcomes. Since then, she

has added responsibility for Talent, People Operations, ESG, and Community. In her current role, Nicole embeds and optimizes DEI in the areas of talent, engagement, and community across internal and external stakeholders to ensure an equitable colleague and customer experience. Before joining Bed Bath and Beyond., Nicole was the VP of Diversity & Inclusion Strategy at Macy's Inc., where she led strategic planning and execution for key initiatives, including Colleague Lifecycle, Employee Resource Groups, and Engagement. Prior to that, Nicole was Vice President, HR Business Partner, Diversity & Inclusion, and Employee Giving at Bloomingdale's. Nicole currently serves as President of BRAG, a nonprofit that prepares and educates professionals, entrepreneurs, and students of color for leadership in retail, fashion, and related industries. Nicole is a recipient of The Network Journal's Forty Under Forty Achievement Award and was honored by the Greater New York YMCA as a Black Achiever in Industry. She has been featured and quoted in varied publications, including Essence, New York magazine's The Cut and Women's Wear Daily. Nicole holds a Bachelor of Science degree in Speech-Language Pathology and Audiology from Howard University.

Keynote Director
and Moderator:



Hiba Elbuluk

Panel - Web3 and the Metaverse: Hype or Revolution?

Tuesday, March 28 | 5.30 - 6.15pm

We've seen companies experiment with marketing activations in the metaverse, digital fashion, and NFTs. However, we must separate hype from true opportunities. What real value does Web3 and the metaverse offer fashion brands? How do you translate the appeal of a brand to the digital world and continue to cultivate desirability? Is there a meaningful revenue-generating opportunity and how do we get there? Our distinguished panelists will be tackling these questions and more in what is sure to be a scintillating discussion on the future of fashion.

Panel Director:



Irenne Ighodaro

Panel - Web3 and the Metaverse: Hype or Revolution? Tuesday, March 28 | 5.30 - 6.15pm



Sunil Gupta [Moderator]

Edward W. Carter Professor of Business Administration, Harvard Business School

Sunil Gupta is the Edward W. Carter Professor of Business Administration and co-chair of the executive program on Driving Digital Strategy at Harvard Business School. He served as the head of the Marketing Unit from 2008-2013 and was the Chair of the General Management Program from 2013-2019.



gmoney

CEO, 9dcc and Admit One

gmoney is a renowned NFT cultural thought leader and educator - best known for anonymously sporting his iconic orange beanie, CryptoPunk, and establishing his metaverse community Admit One. gmoney sold Visa and Galaxy Digital the CryptoPunks they purchased for their collections, and he is the founder of 9dcc, the first crypto-native fashion luxury house to exist on the blockchain. gmoney was recognized by nftnow's 2022 'NFT100,' the Vogue Business Disruptors 100, and featured on Fortune as one of the 50 most important people in NFTs, thanks to his work educating people on why the largest global corporations - like adidas, Meta, Nike, Visa, or Pepsi - are rushing into crypto, and how blockchain and metaverse strategy will be critical for future success and monetization. gmoney has become an iconic symbol of success with consciousness in the blockchain arena who has cemented his reputation through multi-faceted business endeavors, investments, partnerships, collaborations, and transparent communication across various social channels, all while working to prominently uplift the voices of women, POC, and other minorities in the space.



Natalia Modenova
Founder and COO, DRESSX

Natalia Modenova is on the list of 50 disruptors of the USA by Newsweek, Top 50 people who shaped fashion in 2021 by Glossy, The Vogue Business 100 innovators in Tech and Web3, and in Threedium TOP50 Voices driving the conversation in AR, VR and 3D. She has also been featured in CNN, Forbes USA, Financial Times, Vogue Business, WWD, Business of Fashion, Dazed, Highsnobiety and other media.

Natalia has spoken at conferences organized by The Economist, Wall Street Journal, SALT, WWD, and Vogue, among others, as an expert on the metaverse, digital fashion and fashion tech.

Natalia has more than 10 years of experience in the fashion industry. Her main activities include founding a showroom More Dash in Paris and the international conference Fashion Tech Summit alongside her business partner Daria Shapovalova. Natalia was a curator of the Fashion Business course at Kyiv Fashion Institute, curator at the Creative Ukraine conference, organized by the Ministry of Culture in Ukraine, an expert at Google Woman Digital Academy, and an SXSW speaker.

After four seasons as press-attaché at Mercedes-Benz Kyiv Fashion Days, Natalia became its COO. Later, she co-founded More Dash showroom in Paris, initiating and curating showcases for promotion and sales of the designers' collections internationally. In 2019 More Dash expanded to the US with its Fashion Experience Pop-Up Stores in Los Angeles. In 2020 Natalia (along with her co-founder) launched their first tech company DRESSX, which is disrupting the fashion industry and transforming it into digital, bridging with the metaverse, web3, AR and tech.

Panel - Web3 and the Metaverse: Hype or Revolution? Tuesday, March 28 | 5.30 - 6.15pm



Daria Shapovalova **Founder and CEO, DRESSX**

Prior to DRESSX, Daria established her TV-show on fashion, fashion week Mercedes-Benz Kiev Fashion Days and showroom More Dash. Called 'Kiev Fashion's Queen Bee' by Vogue UK, Daria is famous for putting Ukraine on the world's fashion map. Daria is featured in the Forbes 30 Under 30 Europe and BOF 500 Most Influential People lists. She has 15 years of experience in fashion.

Under Daria's creative guidance, Mercedes-Benz Kiev Fashion Days quickly became the largest fashion event in the region. Shapovalova later crossed her fashion career into the education and technology industries. She established the Kiev Fashion Institute and a Fashion Tech Summit. There, she spearheaded discussions focused on bridging fashion with technology. As the next spin in her career, Daria moved to San Francisco, got an MBA, and started a company in the United States, alongside her business partner Natalia Modenova, that became DRESSX.



Alex Workman **Associate Partner, McKinsey & Co**

Alex Workman (Harvard Business School Class of 2019) is a Retail & Luxury Expert Associate Partner at McKinsey & Company. She has over 10 years of experience working with brands in the retail and consumer sector. Before joining McKinsey & Company in 2021 as an Associate Partner, she was the Director of Operations and Growth at Threads Styling, a chat-based, luxury commerce company. Prior to that, she spent some years at Estée Lauder working on cross-functional strategic projects to support business growth.

Panel - Web3 and the Metaverse: Hype or Revolution?
Tuesday, March 28 | 5.30 - 6.15pm



Erika Wykes-Sneyd

VP, adidas /// Studio (Three Stripes Studio)

Since joining adidas in January 2021 as VP of adidas Originals, Basketball and Partnerships, Erika's dedication to embrace cultural change and technology disruption underpinned the move to her current role as founder and head of the brand's dedicated Web3 team, the /// Studio.

During her short time at adidas so far, Erika spearheaded adidas' brand strategy, 'The New Age of Originality' - which sets the vision for the ever-expanding portfolio across originals, partnerships and basketball, whilst growing the brand's connection to fashion, youth and culture. Erika's passion in emerging culture and the open Metaverse inspired her to establish the brand's pioneering Web3 roadmap - Into the Metaverse - with a focus on the intersection of sport-inspired culture, Web3, collectables and NFTs.

In a career spanning action sports, fintech, accelerated tech, gaming, fashion, automotive and advertising, there's one common denominator - Erika's understanding that greatest brands are bound by a deep and passionate connection to community, proven by the product and experiences they offer.

Panel - Celebrity Brands

Tuesday, March 28 | 6.30 - 7.15pm

In the age of social media, retail has become shaped by influencers, all touting new brands to take their audience offline. Among them were the ultimate influencers - celebrities - planting their retail footprint by creating brands spanning from beauty to coffee. Not all celebrity brands have succeeded though, with customers growing skeptical of their authenticity in the market. There are few successful stories of brands who have capitalized on the power of celebrity; we will explore what it takes to achieve that type of success in this panel.

Panel Directors:



Brittany Arnett



Kat Duarte



Len Schlesinger [Moderator]

Professor, Harvard Business School

Dr. Whillans is an Assistant Professor in the Negotiation, Organizations & Markets Unit at the Harvard Business School, and a member of Harvard's Behavioral Insights Group. She holds a PhD in Psychology from the University of British Columbia. In 2018, her dissertation won the CAGS award for being the single best PhD thesis in Canada across the fine arts, humanities, and social sciences. Prior to joining HBS, Prof. Whillans was a Visiting Scholar at the Chicago Booth School of Business. She has published her research in top academic journals and popular media outlets like Harvard Business Review, The New York Times, The Wall Street Journal, and Time Magazine. Her first book "Time Smart: How to Reclaim Your Time & Live a Happier Life" was published in October, 2020 by Harvard Business Publishing. Three of her articles—which explored the benefits of the four-day work week, of non-cash rewards, and of reducing meeting overload—were the most read research-based articles in Harvard Business Review in 2021. Her TED originals talk, "3 Rules for Better Work Life Balance" has been viewed more than 3 million times. Prof. Whillans is passionate about practical application of research. Currently, she is a Research Advisor for Gallup and a member of the UN Global Happiness Council.



Katie Welch
CMO, Rare Beauty

Katie Welch is a creative thinker and brand storyteller with over 20 years of marketing experience, landing her at her current position of CMO of Selena Gomez's extremely popular brand, Rare Beauty. Katie's previous lives include CMO of Hourglass Cosmetics, General Manager of Beauty at The Honest Company, and VP of Integrated Marketing at Bliss, to name a few. As CMO of Rare, Katie has taken the company through incredible campaigns that have spanned across the globe, earning Rare as Gen Z's favorite makeup brand and one of the most successful celebrity-led brands to date.



Jennifer Fisher
Founder & Creative Director, Jennifer Fisher

Jennifer Fisher has redefined what fine jewelry looks like in the 21st century. Originally uninspired by the traditionally feminine personal jewelry that permeated the market, Jennifer started with a single piece - a dog tag with her first born's name - which caught the attention of industry insiders and stylists, and culminated in the launch of her line in 2006. Since then, Jennifer's bold jewelry has been seen on practically every celebrity, from Hailey Bieber to Lil Nas X, to Miley Cyrus, and even former First Lady Michelle Obama, earning her the name of "Queen of Hoops," according to the NY Times. More recently, Jennifer has expanded her brand to fit the home, with a line of specialized kitchen salts and essential oils. She has won numerous awards for her innovation in accessory design and has two stores in Beverly Hills and Soho.



Meg Bedford
CEO, LOOPS Beauty

Meg Bedford has 20 years of success building world-class businesses and brands, through her data-centric focus and strategic digital creativity. Her past roles include VP of Ecommerce & Digital Marketing at Tom Ford, VP of Ecommerce at Pat McGrath Labs, and VP of Global Marketing & Customer Experience of Tumi. As the CEO of LOOPS, Meg has grown the brand through optimized DTC e-commerce (up 100%), an expanded retail footprint (100 to 2000+ doors) and strategic 360-marketing architecture that resonates with today's consumer.

Panel - Outdoor & Active: Doing Good & Doing Well

Tuesday, March 28 | 7.15 - 8.00pm

Outdoor and Active brands have emerged stronger from the pandemic riding tailwinds of consumers increasingly caring about their health, wellness, and getting outdoors. In the midst of all this, questions remain: what can brands and retailers do to help consumers live better and contribute to society more than just selling “things?” Do brands and retailers even have a responsibility to do so beyond financially compensating their shareholders? We’re paving the way to have a genuine conversation with our panelists who are leading the charge of profit with purpose.

Panel Director:



Reese Sun

Panel – Outdoor & Active: Doing Good & Doing Well
Tuesday, March 28 | 7.15 – 8.00pm



Liz Keenan [Moderator]
Professor, Harvard Business School

Elizabeth Keenan is an assistant professor of business administration in the Marketing Unit. She teaches the Purpose-Driven and is affiliated with the Behavioral Insights Group at the Harvard Kennedy School's Center for Public Leadership as well as with the Harvard University Center for the Environment. Professor Keenan's research explores individuals' prosocial choices and behaviors within the domains of charitable giving and environmental sustainability. Her research has been published in *Science*, the *Journal of Consumer Research*, and *Nature Climate Change*, and it has been cited by media outlets including NPR, The Huffington Post, The Wall Street Journal, and U.S. News & World Report.

Professor Keenan earned her PhD in marketing at the Rady School of Management at the University of California, San Diego; an MAS in marine biodiversity and conservation, also at UC San Diego; and a BS in biology at Loyola Marymount University. Prior to her doctoral studies, Professor Keenan spent ten years in nonprofit management and education at the Aquarium of the Pacific.



Payam Daniel Abbassian

Principal & Head of Investments, REI Co-Op Path Ahead Ventures

Payam is the Principal and Head of Investments at REI Co-op, Path Ahead Ventures. In this role, he leads a team focused on making strategic investments in early-stage consumer companies that support REI's business goals and impact objectives. In addition to his work at REI, Payam is a Board Director at the American Alpine Club, where he concentrates on protecting public lands, advocating for the climbing community, and supporting the strategic growth of the organization. Before joining REI, Payam was an early-stage consumer investor and both a founder and operator at multiple consumer technology companies.

Driven by his love for the wild landscapes, Payam believes that a life outdoors is a life well lived. As a mountain athlete, his favorite spots to trail run and climb include the Sierras and the Cascades, with Yosemite holding the top spot as his favorite National Park.



Adam Rutledge

**VP Head of Global Strategy & Digital Transformation,
The North Face**

Adam is the Head of Global Strategy and Digital Transformation at The North Face. His role includes long and short-terms strategic planning, digital capability building for the organization, and go-to-market process management. Adam previously worked as a consultant with Bain focusing on consumer products, retail, and Private Equity diligence. Prior to consulting, Adam worked in consumer products brand management and sales & marketing. He received his MBA from the Fuqua School of Business at Duke University and his BSBA from UNC Chapel Hill's Kenan-Flagler Business School. Adam loves to ski, hike, and surf; his favorite national park is Rocky Mountain National Park given its proximity to Denver.



Todd Spaletto

President & SVP, Public Lands - DICK'S Sporting Goods

Todd Spaletto currently serves as President of Public Lands and SVP of DICK'S Sporting Goods, a role he has held since December 2020. Todd is responsible for the development, launch and growth strategy of Public Lands, DICK'S Sporting Goods' new outdoor store concept that launched in 2021, as well as the recently acquired outdoor specialty retailer Moosejaw. Prior to joining DICK'S, Todd served as group president of Michigan Brands for Wolverine Worldwide, and before that spent 14 years with The North Face in various leadership roles, including global president of the brand. Since 2017, Todd has served as the vice chair of the board of directors for the Outdoor Industry Association.

Todd earned his Bachelor of Science degree in sports marketing/management from Indiana University. In his free time, Todd enjoys living the brand by backpacking with his wife Pam, sons Tommy and Joey, and dogs Buster and Lola. Todd's favorite national park is Yosemite.



Grace Zuncic

Chief People & Impact Officer, Cotopaxi

Grace Zuncic joined Cotopaxi full-time in the fall of 2022 as their first Chief People and Impact Officer. She joins Cotopaxi from Chobani, where she served for a decade in various executive leadership roles that shepherded the people, impact and culture work of the company as Chief People & Culture Officer and SVP/Corporate Development & Strategy. Prior to Chobani, Grace worked as an investment advisor at Goldman Sachs after HBS. She brings to Cotopaxi a passion for people, mission, process and culture in high-growth and dynamic environments. A proud Central NY native, Grace now resides outside of New York City. She and her husband Eric have two young children and spend all of their free time with them outdoors, hiking, skiing, playing basketball and volunteering in their local community. Grace received a B.A. in Philosophy and Political Science from Boston College, and an MBA from Harvard Business School. Although an Adirondack Mountain enthusiast, Grace's favorite National Park is Yosemite.

Agenda

Day 3 - Wednesday, March 29

5.30pm *Registration Opens*

6.00 - 7.00pm **Panel - Disruptors in Beauty**

8.00pm -2.00am *Fashion Show & After Party | Boston Park Plaza
(tickets sold separately)*

Panel - Disruptors in Beauty

Wednesday, March 29 | 6.00 - 7.00pm

In the crowded beauty industry, these brand founders have found ways to differentiate from traditional brands and meet changing consumer preferences. This panel will explore how these founders have successfully grown their businesses and what important lessons they have learned along the way. We will also explore how trends and changes in the industry area impacting their brand strategy today.

Panel Directors:



Kat Duarte



Hilary Evans-Krstajic



Ebehi Iyoha [Moderator]
Professor, Harvard Business School

Ebehi Iyoha is an Assistant Professor in the Entrepreneurial Management Unit at Harvard Business School. Her research interests lie at the intersection of industrial organization and international trade. She earned her PhD in Economics from Vanderbilt University in 2021 and worked as a Research Economist at the Federal Reserve Bank of Boston prior to joining HBS.



Cyndi Ramirez
Founder and CEO, Chillhouse

Born and raised in New York City, Cyndi Ramirez-Fulton is the founder & CEO of self-care brand, Chillhouse.

Chillhouse was born when Ramirez-Fulton and her husband realized the city didn't offer an aspirational massage place that was affordable. Chillhouse currently has a flagship in Soho which offers a suite of spa services. In addition to their physical space, Chillhouse has a line of products ranging from press-ons to body care. The brand is carried by the likes of Target, Saks, Urban Outfitters, Shopbop & more.

Ramirez has been honored on Create & Cultivate 100 list, WWD's 40 of Tomorrow, Nylon's 2018 Inventor of the Year, Guest of a Guest 20 Hottest CEOs of 2018, New Beauty Muse, and has appeared in campaigns with Nike, Supergoop, Fossil, amongst others. Additionally, she has been featured in Vogue, Harper's Bazaar, Allure, Forbes, CNN, WWD, Arch Digest, and more. She splits her time between Manhattan & Miami with her partner & entrepreneur husband Adam Fulton and their son Hendrix.



Jonathan Van Ness

Founder, JVN Hair

Jonathan Van Ness introduces JVN, a haircare line that sees all beauty, serves all beauty, and honors the uniqueness in each of us. Driven to change the beauty industry from within, Jonathan combined the best in effective and clean ingredients, creating an innovative, first of its kind haircare collection that celebrates hair health and the uniqueness of each person. Through patented, award-winning hemisqualane, JVN was born. Before he was an author, podcaster, and TV personality, Jonathan Van Ness was a professional hairstylist working between Los Angeles and New York. Using his platform, Jonathan now brings his unique blend of inclusivity, self-care, and positivity to the haircare industry so that everyone can be their most gorgeous self.



Danessa Myricks

Founder & CEO, Danessa Myricks Beauty

In a world focused on labels, Danessa Myricks has continuously broken boundaries and built a world of beauty for people of all races, ages, and genders. Starting out as a self-taught makeup artist, Danessa learned how to use products in unconventional ways to create stunning looks. Ignoring industry norms, she began to teach other artists about her techniques and product selections and created a name for herself in the beauty world.

Danessa led product development for some of the most successful launches in history at brands like KISS and Benefit Cosmetics. But she knew the world of makeup still felt exclusive to many, so she decided to launch her own brand, Danessa Myricks Beauty.

Creatively combining artistry with product manipulation, she designs and launches some of the most high-performance products on the market. Danessa has created looks for celebrities, worked with entertainers in music and film, and collaborates with other brands and artists to push the beauty industry forward.

The most rewarding part of her work is hearing from people who felt underrepresented, unseen or ignored by beauty brands who finally land at a brand made for all, Danessa Myricks Beauty.



Karen Young

Founder/CEO, OUI the People

Born in the infamous neighborhood of Flatbush in Brooklyn, N.Y., Karen Young is a first-generation Guyanese-American entrepreneur. As Young grew up between Guyana and Brooklyn, she saw her culture overlooked in traditional beauty. For her, this meant that her skincare, and the skincare of others, also went unseen. In 2017, after a decade in fashion and beauty, Young decided to do something about it. She decided to build a brave, bold entry into beauty via bodycare. With a \$1500 investment, Young launched OUI the People from her apartment in Brooklyn and proceeded to turn the body care industry on its head.

Starting with a razor, the brand has since developed into a full body care line. In 2020, Young introduced OUI the People's first body care product, the Sugarcoat Moisturizing Shave to Milk Gel. Since then, the brand has grown to include the beloved Featherweight Hydrating Body Gloss, the Cheat Sheet Resurfacing Body Serum and the newest launch, All in All Melting Body Balm, just to name a few. Young's goal was to formulate products that did not speak to claims of "perfection, flawlessness or anti-aging" – rather she wanted to create formulas that are thoughtful, inclusive, efficacious and help you feel amazing in your own skin.

Since launching, OUI the People has gone on to win over 10 major beauty awards, from reputable and trusted outlets throughout the industry such as, Allure, Cosmopolitan, Elle, Byrdie and Essence, and is recognized as one of the most searched for Black-owned brands in the United States. Young has also raised over \$4M in funding with her latest seeding round led by New Age Capital.

Leadership Team

2023 HBS Retail & Luxury Goods Conference

VP of Conference:

Louise Favre-Gilly

RLGC Club

Co-Presidents:

Hiba Elbuluk

Alex Hough

Marketing:

Neelam Khan

Programming Directors:

Brittany Arnett

Cat Ding

Kat Duarte

Hilary Evans-Krstajic

Zoe Foulkes

Irenne Ighodaro

Maya Kashlan

Steven Siegel

Reese Sun

Thank You
to our goodie bag sponsors

Supergoop!

OUI^{the}
people

PANGAIA

ANINE BING


cotopaxi

THE
NORTH
FACE 


DANESSA MYRICKS
BEAUTY

LOOPS

JVN