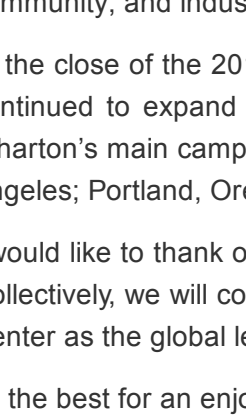




## July 2018 Newsletter



### A message from Thomas Robertson, Academic Director of the Baker Retailing Center

The core mission of the Baker Retailing Center is to build and expand retail knowledge and education. We do so in a myriad of ways. This includes academic programming and initiatives to build student knowledge of retail and interest in retail-related careers; encouraging faculty research that is of value to the retail community; and industry outreach with our boards, conferences, and roundtables.

At the close of the 2018 academic year, the Center hosted over 70 events and we have continued to expand our presence well beyond Philadelphia. Our activities took us to Wharton's main campus in Philadelphia and Wharton San Francisco; New York City; Los Angeles; Portland, Oregon; Bentonville, Arkansas; and Spain.

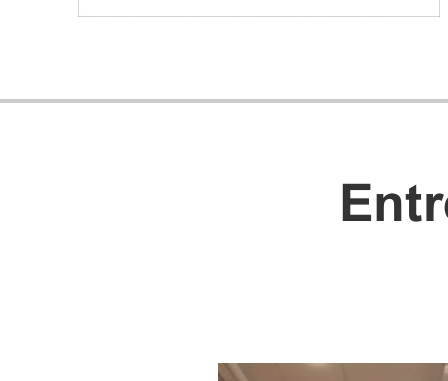
I would like to thank our Baker boards, alumni, and friends for their unwavering support. Collectively, we will continue to build upon our success of positioning the Baker Retailing Center as the global leader in retailing knowledge and education.

All the best for an enjoyable summer and see you in the fall semester.

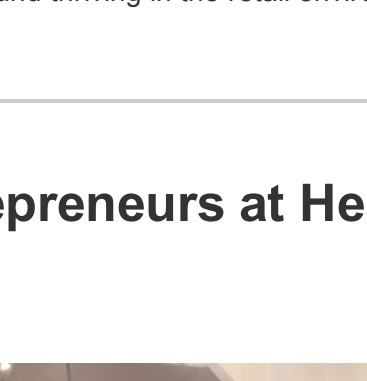
Regards,  
Tom

## Op-Ed: The Pop-Up has Grown Up

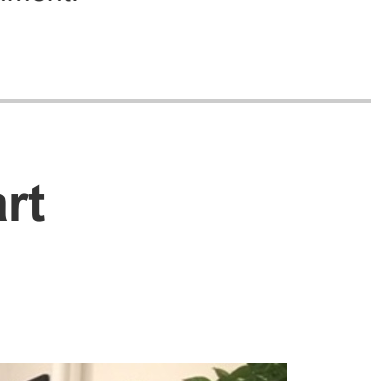
by Thomas Robertson. Published in the *Business of Fashion*, June 19, 2018.



Allbirds pop-up in NYC

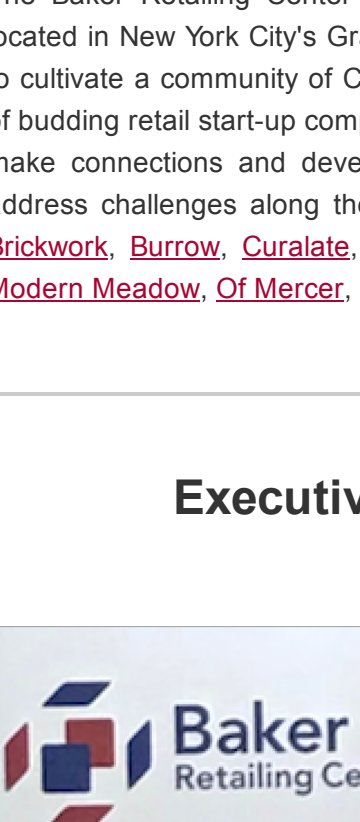


SNOWE pop-up in NYC Soho



Warby Parker's "Class Trip"

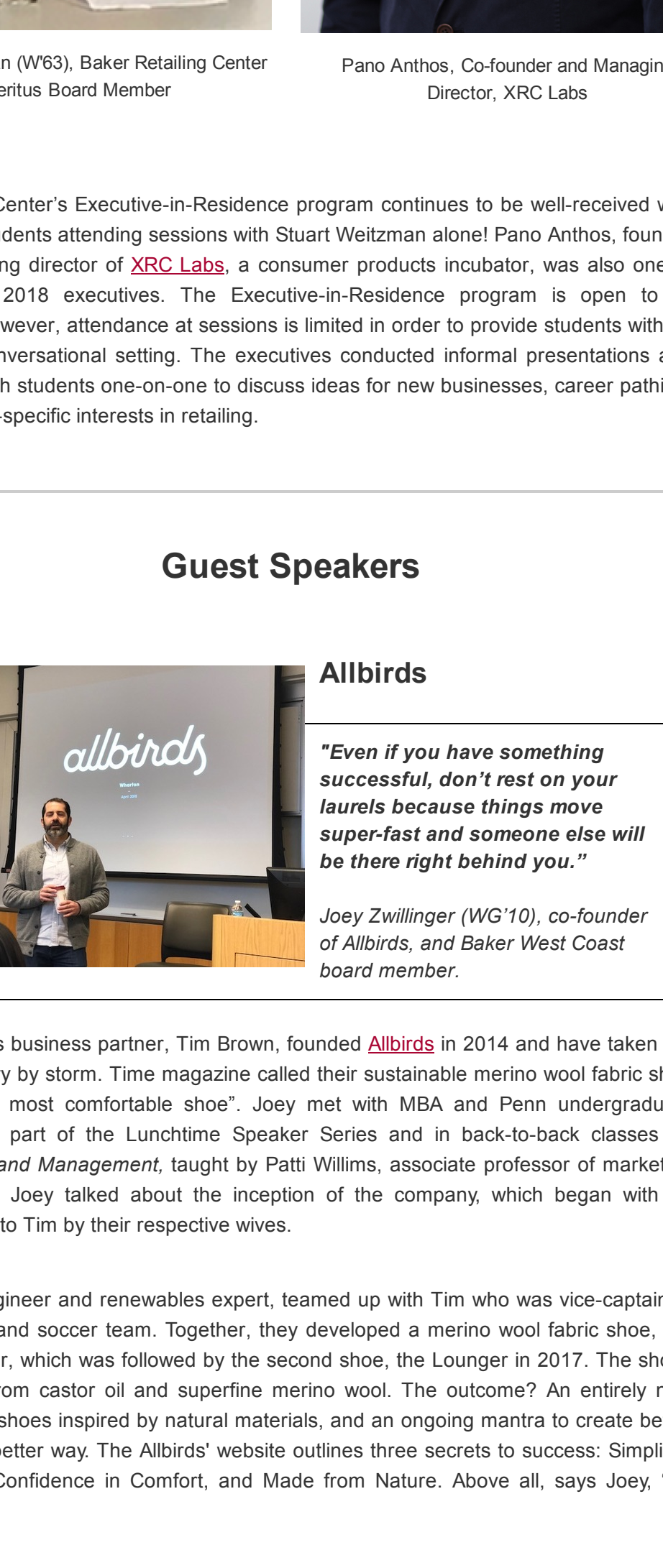
Tom Robertson, Academic Director of the Baker Retailing Center, wrote an Op-Ed that was recently published in *The Business of Fashion*. He discusses how smart retailers are tapping into the power of the pop-up shop to study customers, test new business ideas and much more. [Read more here.](#)



### A new book from Barbara Kahn

Wharton marketing professor and one of the Center's core faculty members, [Barbara Kahn](#), has authored a new book, *The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption*. Barbara examines the companies that have been most successful during a time of radical change in retailing. As Amazon and other disruptors continue to offer ever-greater value, customers' expectations will continue to ratchet up. Barbara developed a new Retailing Success Matrix that provides a strategic framework that retailers can use to develop and evaluate their own competitive strategies for surviving and thriving in the retail environment.

## Entrepreneurs at Heart



The Baker Retailing Center hosted an informal gathering at SNOWE headquarters, located in New York City's Gramercy Park on April 18. The purpose of the meeting was to cultivate a community of C-level Penn entrepreneurs and alumni in operational roles of budding retail start-up companies. Our intent for this entrepreneurial group is for them make connections and develop relationships over time, share lessons learned, and address challenges along their journeys. Companies that attended included [SNOWE](#), [Brickwork](#), [Burrow](#), [Curalate](#), [Dagne Dover](#), [Grammar](#), [Headliner Labs](#), [SuperGoop!](#), [Modern Meadow](#), [Of Mercer](#), [STATE](#) Bags, and [Stylitics](#).

## Executive-in-Residence Program



Stuart Weitzman (W63), Baker Retailing Center Emeritus Board Member



Pano Anthos, Co-founder and Managing Director, XRC Labs

The Baker Center's Executive-in-Residence program continues to be well-received with over 200 students attending sessions with Stuart Weitzman alone! Pano Anthos, founder and managing director of [XRC Labs](#), a consumer products incubator, was also one of our spring 2018 executives. The Executive-in-Residence program is open to all students, however, attendance at sessions is limited in order to provide students with an intimate, conversational setting. The executives conducted informal presentations and then met with students one-on-one to discuss ideas for new businesses, career pathing, and student-specific interests in retailing.

## Guest Speakers



### Allbirds

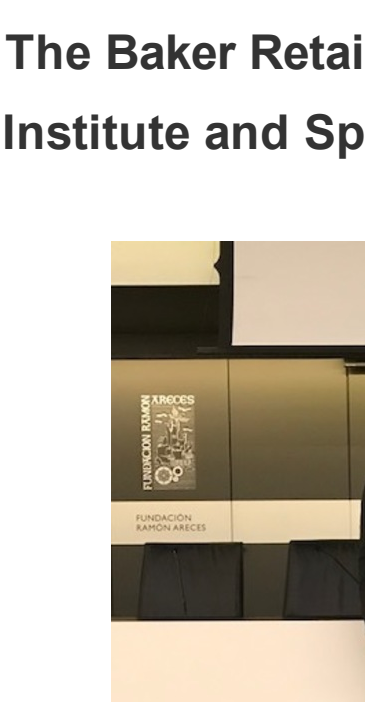
*"Even if you have something successful, don't rest on your laurels because things move super-fast and someone else will be there right behind you."*

Joey Zwilling (WG'10), co-founder of Allbirds, and Baker West Coast board member.

Joey and his business partner, Tim Brown, founded [Allbirds](#) in 2014 and have taken the shoe industry by storm. Time magazine called their sustainable merino wool fabric shoe "the world's most comfortable shoe". Joey met with MBA and Penn undergraduate students as part of the Lunchtime Speaker Series and in back-to-back classes on *Strategic Brand Management*, taught by Patti Williams, associate professor of marketing at Wharton. Joey talked about the inception of the company, which began with an introduction to Tim by their respective wives.

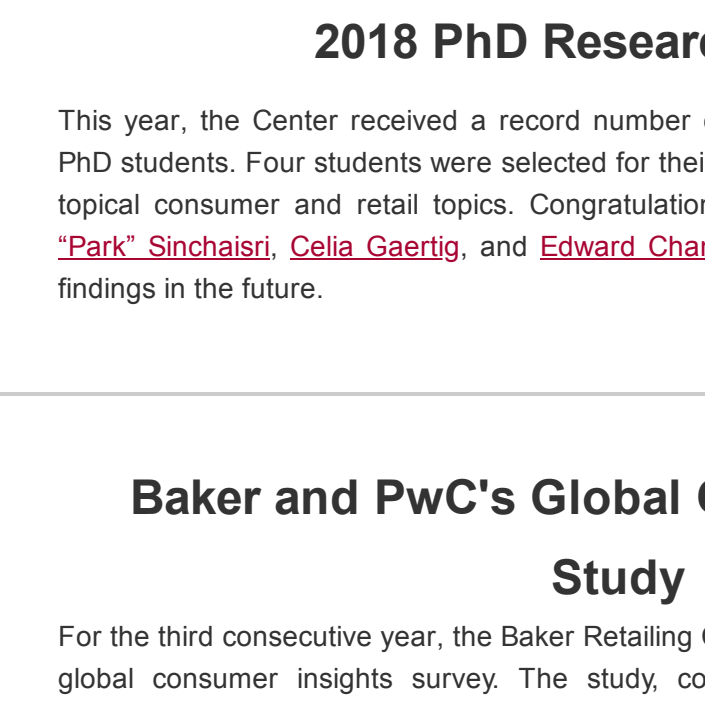
Joey, an engineer and renewables expert, teamed up with Tim who was vice-captain of a New Zealand soccer team. Together, they developed a merino wool fabric shoe, the Wool Runner, which was followed by the second shoe, the Lounger in 2017. The shoes are made from castor oil and superfine merino wool. The outcome? An entirely new category of shoes inspired by natural materials, and an ongoing mantra to create better things in a better way. The Allbirds' website outlines three secrets to success: Simplicity in Design, Confidence in Comfort, and Made from Nature. Above all, says Joey, "Be Authentic."

## Rockets of Awesome

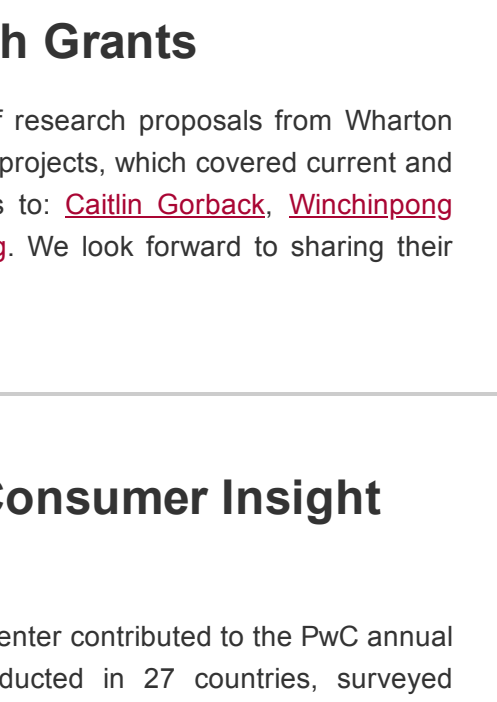


Rachel Blumenthal, CEO, and founder of [Rockets of Awesome](#), a subscription service for children's clothes, and a Director's Council member, spoke to students in the *Principles of Retailing* class, taught by Bari Harlam, Wharton's former adjunct professor of marketing. Rachel highlighted how her business has innovated around the customer experience. A key to building this distinctive brand has been to thoroughly know customers' needs—in this case, of both parents and children. There's a "surprise and delight" experience to the brand – from its distinctive light blue-colored shipping box to an illustrated interior that serves as a coloring book, which kids can enhance with the stickers. Apart from the experience, the brand has even delighted mothers who have proudly worn the silver bomber jacket, one of the brand's signature items.

## West Coast Fireside Chat with Facebook CFO Dave Wehner



Dave Wehner (left) and Connor Wright (C'20)

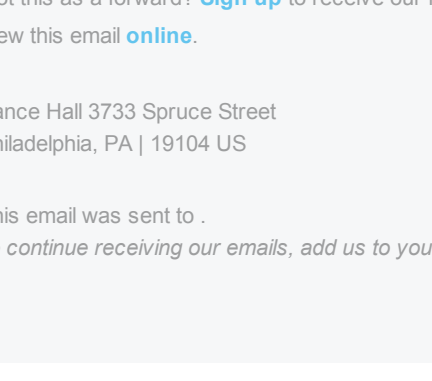


Alan Turing dominoes mural at Facebook Headquarters

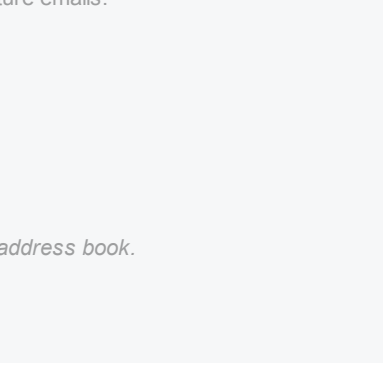
Immediately following the West Coast Board meeting at Wharton SF on April 11, over 200 alumni attended the Baker hosted alumni cocktail gathering and a fireside chat with Dave Wehner, Chief Financial Officer of Facebook. Dave's personal 4-pillar strategy for being a CFO is: know the past with certainty, see the future with clarity, operate efficiently and securely, and invest resources wisely to deliver on the company's mission. He also emphasized the importance of corporate culture.

This was a very special fireside chat as it was moderated by Connor Wright (C'20), who is Dave's mentee. The two met when Connor was an intern at Facebook. In addition to being a neuroscience major at Penn, Connor is an artist. Mark Zuckerberg, CEO of Facebook, posted Connor's artwork on his [Instagram feed](#) and said: "Since we opened our first Facebook office, we've had artists help us design our space in ways that inspire creativity and create an evolving environment. Here's one of my favorites from our Menlo Park HQ -- Alan Turing in dominoes by Connor Wright, St. Louis." That's quite an endorsement!

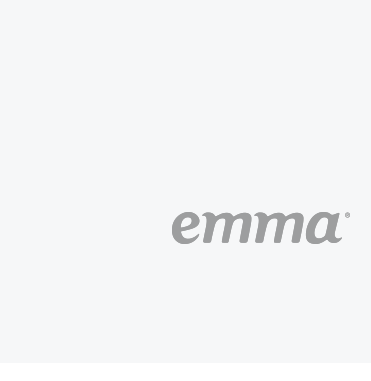
## Lunchtime Speaker Series



David Trone (WG'85)



Bari Harlam and Jonathan Seiffer (WG'93)



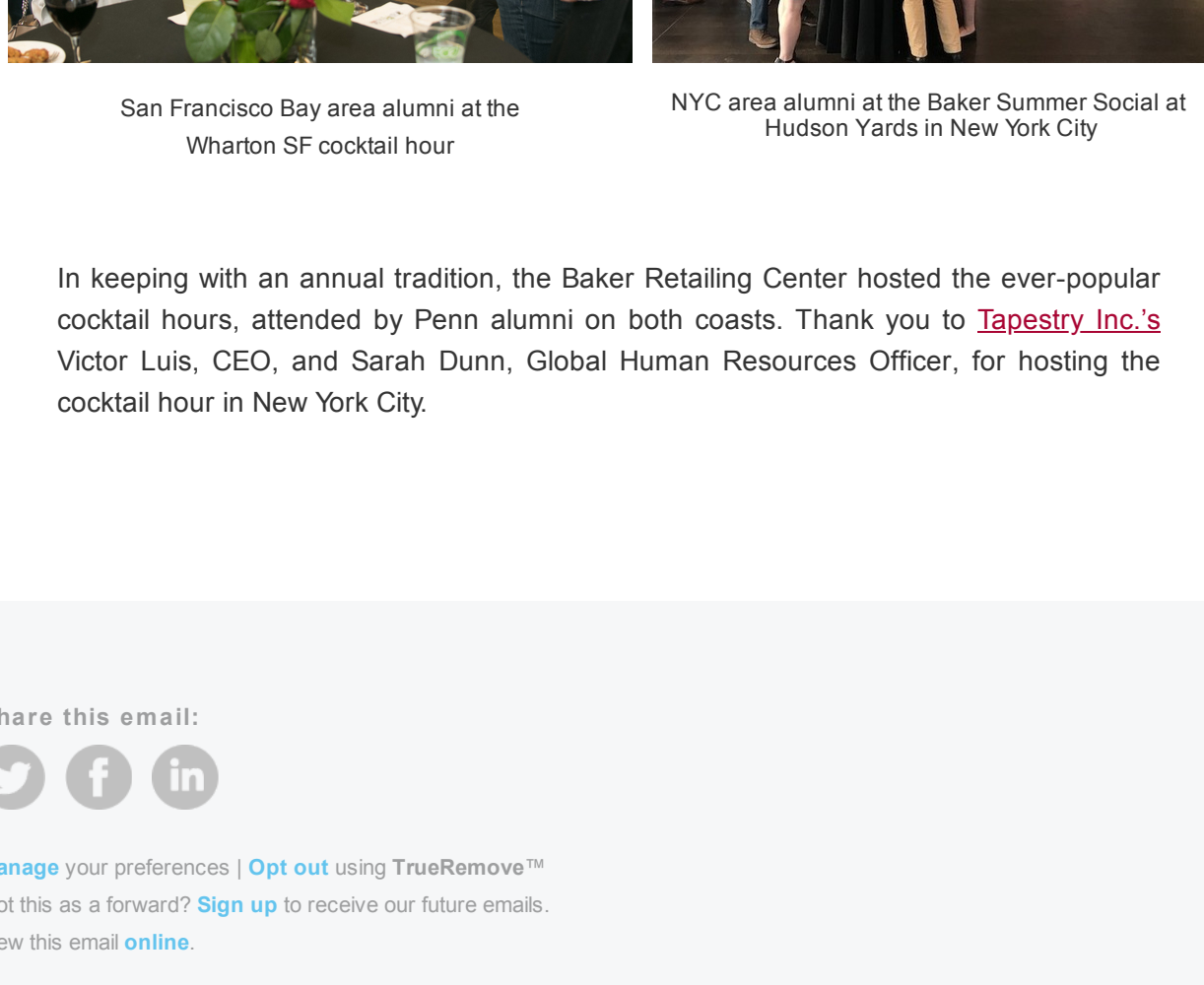
Tim Wilson (background) and Archimedes Stuk

*"Retail is Detail"...* David Trone (WG'85), Co-founder and Owner, Total Wine & More. These are words of wisdom from a man who knows. David, a guest of Baker's Lunchtime Speaker Series program, and his brother, Robert, founded [Total Wine & More](#) in 1991. Together, they have overseen every detail of this family-owned, privately held company, transforming the business into superstores that now sell over 8,000 wines, 3,000 spirits and 2,500 different beers across 24 states.

Indeed, "detail" is the secret sauce to retailing as was echoed by other spring semester lunchtime guests that included: Jonathan Seiffer (WG'93), Senior Partner at [Leonard Green & Partners](#), a leading private equity investment firm in Los Angeles; Tim Wilson, former VP of Sales at 1010data; and Archimedes Stuk, Senior Director, Retail Analytics at [Walmart](#) US E-commerce.

All of the Baker Retailing Center's lunchtime speakers were guest speakers at the *Principles of Retailing* course, taught by Bari Harlam, former Wharton adjunct professor of marketing.

## Nine Days in the World of Fashion and Retail Abroad



Twenty-six undergraduate students participated in the Wharton International Program (WIP) retail course in Spain, which was co-sponsored by the Center & the Wharton undergraduate office. For many students, this was their first international trip and exposure to a behind-the-scenes look at the retail manufacturing and production process in a factory. "It is truly an eye-opener for students," said Susan McMullen, Director of Alumni and Student Affairs, who accompanied the students on the trip and onsite visits to Inditex HQ, Loom House, El Cortes Ingles, Amazon Spain, FC Barcelona and the Stuart Weitzman factories in Elda.

## 2018 Penn Fashion Week



Penn students backstage at Penn Fashion Week



Stacey Bendet (C'99), CEO and Creative Director of Alice + Olivia with Walter Little (C'19 at far left) and Jordan Williams (W'20)

Every year, the Penn Fashion Collective, a student-run retail group, sponsors Penn Fashion Week. This spring's event took place from April 2 to April 7 and was a celebration of all aspects of the industry. Speakers and panelists included those from premier fashion publications and retailers.

*DISRUPTION* was the theme of this year's Penn Fashion Week which was organized by Co-chairs, Chrissy Walker (W'19) and Daniel Jacobs (C'18). This year's special keynote speaker was Stacey Bendet (C'99), CEO and Creative Director of [Alice + Olivia](#), a contemporary lifestyle brand, including ready-to-wear, gowns, shoes, handbags, accessories, and eyewear. Stacey founded the company in 2002 in her quest to create the perfect pair of pants.

## The Baker Retailing Center, the Wharton Lauder Institute and Spain's Ramon Areces Foundation



From left to right: Wharton professors Diana Robertson, Thomas Robertson (Academic Director of the Center) and Barbara Kahn (Baker core faculty member)

The Baker Retailing Center, along with Wharton's Lauder Institute, has a new collaboration with Spain's [Ramon Areces Foundation](#), which endowed Spain's one and only retail program at the University of Oviedo. As part of this partnership, the Center recently held a conference in Madrid, which was attended by 250 industry and academic participants.

Wharton professors [Tom Robertson](#), the Center's Academic Director, [Barbara Kahn](#), also a core faculty member of the Center, and [Diana Robertson](#), presented at this conference. Topics included insights on pop-up stores as an instrument for branding and multi-channel strategies; an analysis of the developments in retail, along with a framework for strategic analysis; and neuromarketing measurement techniques to gauge consumers' response to all kinds of stimuli in retail settings.

## 2018 PhD Research Grants

This year, the Center received a record number of research proposals from Wharton PhD students. Four students were selected for their projects, which covered current and topical consumer and retail topics. Congratulations to: [Caitlin Gorbach](#), [Winchingpong 'Park' Sinchaisti](#), [Celia Gaerig](#), and [Edward Chang](#). We look forward to sharing their findings in the future.

## Baker and PwC's Global Consumer Insight Study

For the third consecutive year, the Baker Retailing Center contributed to the PwC annual global consumer insights survey. The study, conducted in 27 countries, surveyed consumers on retailing topics such as consumer sentiments, habits, and trust, e-commerce models and delivery preferences and AI. [The PwC website](#) features short reports, articles, and other resources related to the study.

## Baker Retailing Center Alumni Cocktail Hours



San Francisco Bay area alumni at the Wharton SF cocktail hour



NYC area alumni at the Baker Summer Social at Hudson Yards in New York City

In keeping with an annual tradition, the Baker Retailing Center hosted the ever-popular cocktail hours, attended by Penn alumni on both coasts. Thank you to [Tapestry, Inc.](#)'s Victor Luis, CEO, and Sarah Dunn, Global Human Resources Officer, for hosting the cocktail hour in New York City.

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