For the third consecutive year, the Baker Retailing Center contributed to the PwC annual topical consumer and retail topics. Congratulations to:

Stuart Weitzman (W'63), Baker Retailing Center reports, articles, and other resources related to the study.

Recently held a conference in Madrid, which was attended by 250 industry and academic participants. The event included onsite visits to Inditex HQ, Loom House, El Cortes Ingles, Amazon Spain, FC Barcelona, and more. The conference featured speeches from leaders in the fashion industry, including the Director of Alumni and Student Affairs, who accompanied the students on the trip and discussed the importance of experiential learning.

For many students, this was their first international trip and an opportunity to learn about the importance of global retailing. The trip included a visit to the brick-and-mortar store of a local company, transforming the business into superstores that now sell over 8,000 wines, showcasing the innovation and creativity that is driving the retail industry.

Brandon Mayfield, a student, said: "Since we opened our doors in 2003, Allbirds has grown into a successful brand. Our team has been hard at work developing new products and strategies to stay ahead in a competitive market." The company, founded by Joey Zwillinger (WG'10), co-founder and CEO of Allbirds, uses sustainable materials such as wool from New Zealand and castor oil to create unique products like the Wool Runner, which was followed by the second shoe, the Lounger in 2017. The shoes have been a hit with consumers, who appreciate the comfort and sustainability of the products.

Joey and his business partner, Tim Brown, founded Allbirds in 2015 and have since sold over 8,000 shoes. The company has expanded to include a subscription service for children's clothes, showcasing the importance of innovation and growth in the retail industry.

In addition to Allbirds, the Wharton Lauder Business of Fashion dinner at Brickwork provided another opportunity for students to engage with industry leaders. The dinner featured a panel discussion on sustainability in fashion, with speakers from companies like STATE Bags and Bao Bao by Thomas Jefferson. The event also included a photo of Alan Turing dominoes by Connor Wright, St. Louis. That's quite an artwork, Connor! Here's one of my favorites from our Facebook, posted Connor's artwork on his being a neuroscience major at Penn, Connor is an artist. Mark Zuckerberg, CEO of Facebook, emphasized the importance of corporate culture.

The Future of Retail

The Future of Retail is an exciting and fast-paced industry, and the Baker Retailing Center is committed to preparing students for success in this field. The Center hosted an informal gathering at SNOWE headquarters, a pop-up in NYC Soho, to continue building upon our success of positioning the Baker Retailing Center as the global leader in retailing knowledge and education.

I would like to thank our Baker boards, alumni, and friends for their unwavering support. The Center continues to expand our presence well beyond Philadelphia. Our activities take us to Los Angeles; Portland, Oregon; Bentonville, Arkansas; and Spain.

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 Los Angeles; Portland, Oregon; Bentonville, Arkansas; and Spain.

Collectively, we will continue to build upon our success of positioning the Baker Retailing Center as the global leader in retailing knowledge and education. The Center aspires to cultivate a community of C-level Penn entrepreneurs and alumni in operational roles located in New York City's Gramercy Park on April 18. The purpose of the meeting was to make connections and develop relationships over time, share lessons learned, and provide assistance to each other.

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