



Press Release

**NRF 2026: Retail's Big Show Europe to Explore How Brands are
Capturing New Generations of Consumers**
Speakers include Representatives from Lego and Primark

PARIS, July, 9th 2026– **Product alone is no longer enough to win over new generations of consumers (Gen Z and Alpha). Younger consumers expect brands to create ultra-personalized experiences that offer a sense of belonging.** [NRF 2026: Retail's Big Show Europe](#), taking place in Paris from September 15 to 17, 2026, will highlight how brands are reinventing consumer engagement through the creation of micro-communities, affinity platforms, and targeted collaborations.

Rather than traditional mass marketing, this new wave of consumers is pushing retailers to reinvent engagement through the creation of micro-communities, affinity platforms, and targeted collaborations.

Jill Dvorak, Senior Vice President of Content, NRF: *"Retail has become a vector for social connection and cultural expression. The rise of engaged communities and new digital spaces for exchange is profoundly redefining the relationship of trust with the consumer. For retailers, the major challenge of tomorrow will be to balance the powerhouse impact of traditional brand strategies with the authenticity of these new community roots, in order to build a sustainable and shared dialogue."*

Retail is more than Products: Retail is Cultural

Young generations are looking for brands that share their values. Commerce is becoming cultural and successful brands are tapping into fashion, gaming, music, and sports to maintain brand loyalty.

NRF 2026: Retail's Big Show Europe will feature a panel discussion about cultural relevancy titled **"Marketing with a Twist: Co-Create, Play, Remember."** This session will host two global retail giants, **Rossana Mastrosimini, Branded Channel Director West Europe at The Lego Group,** and **Sarah Jackson, Global Director of License and Partnerships at Primark.** They have made it a strategic priority to elevate the customer experience and drive fan engagement. By leveraging imagination, play, co-creation, and powerful licensing partnerships, these two iconic brands masterfully demonstrate how to transform simple consumption into a vehicle for cultural and intergenerational connections.

"Beyond the object itself, our brick is a fantastic tool for collective storytelling. Today, new generations express a deep need for creativity and sharing. Our mission is to provide our

communities with spaces for expression where they can make our universe their own, play together, and extend the LEGO experience far beyond the act of purchase and create lasting memories," **Rossana Mastrosimini, Branded Channel Director West Europe at The Lego Group, said.**

"Clothing has become a cultural marker and a means of self-expression in its own right for young consumers. By partnering Primark with iconic pop culture and entertainment licenses, we transform our collections into genuine spaces for sharing. The store thus becomes a physical extension of their shared passions and a place to assert one's identity," **Sarah Jackson, Global Director of License and Partnerships at Primark, said.**

Join us for the panel discussion:

Marketing with a Twist: Co-Create, Play, Remember

Speakers: Rossana Mastrosimini (The Lego Group), Sarah Jackson (Primark)

Moderator: Maura Regan (Licensing International)

When: Thursday, September 17, 11:30 AM - 12:00 PM

The Next Now – the future doesn't wait. It's already here.

For more information about NRF 2026: Retail's Big Show, visit

<https://www.nrfbigshoweurope.com>

Press registration [here](#).

About Retail's Big Show Europe

Europe's most important retail event will take place in Paris from 15 to 17 September 2026. Be inspired by top retail leaders from across Europe in one of the world's most dynamic, consumer-focused markets. Over three days, retail professionals from around the globe will gain access to high-level content, explore the latest industry solutions and innovations, and discover cutting-edge technologies in the Innovators Showcase and Startup Hub.

About NRF

The National Retail Federation passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$5.3 trillion to annual GDP and supporting more than one in four U.S. jobs — 55 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. nrf.com

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 80 cities across 20 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who's Next; Les Assises de la cybersécurité; Foire de Paris; Retromobile; the Salon du Chocolat; and L'Étudiant.

Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries.

The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances

