



Press release

NRF 2025: Retail's Big Show Europe – Exceptional First Speakers Announced for the Inaugural European Edition in Paris

PARIS, June 18, 2025 – The very first edition of **Retail's Big Show Europe** is a **must-attend international event for the retail sector in 2025**. Born from the strategic partnership between **Paris Retail Week** and the **National Retail Federation (NRF)**, this new European gathering will take place from **September 16 to 18, 2025**, at **Paris Expo Porte de Versailles**.

Under the theme **"Retail Together"**, this inaugural edition celebrates the convergence of **North American and European retail expertise**, united in building a more **innovative, sustainable, and interconnected retail future**.

At the heart of the event, attendees will benefit from a rich program of **over 100 sessions**, including **keynotes, breakout sessions, and expert talks**, led by renowned international leaders addressing the industry's most pressing challenges.

A compelling program focused on the future of commerce across Europe

Over the course of three days, **CEOs and top retail leaders** from companies such as **Action, Apple, Dalben Group, Morrisons, Google Cloud, Best Buy, Kiko Milano, Sephora, Scarpe&Scarpe, Galeries Lafayette, Zalando, Yamamay, Kingfisher, and KPMG** will take the stage to share insights on the sector's current challenges and opportunities: **unified commerce, technological innovation, logistics, sustainability**, and more.

As in previous years, **artificial intelligence** will play a key role, with dedicated sessions on **generative AI, predictive data management**, and **hyper-personalized customer experience**.

Program Highlights

Tuesday, September 16

- **Opening keynote** – *“We Belong to Something Beautiful”* by **Guillaume Motte**, Global CEO, **Sephora**
- **Special address** by **Duncan Olby**, Senior Director, **Apple Wallet Payments – International**
- **Breakout session** – *Building a High-Performing Supply Chain Through Agility, Talent, and AI*, by **Mark Irvin**, EVP & Chief Supply Chain Officer, **Best Buy**
- **Panel** – *How AI is Redefining the Supply Chain*, with **Marcello Pace**, CEO, **SCARPE&SCARPE / PITTAROSSO**
- **Breakout session** – *Together for a More Sustainable and Responsible Retail*, with **Francesco Pinto**, President, **Yamamay**
- *Decoding the Future: How Agentic AI is Reshaping Retail*, by **Prue Mackenzie**, Director of Retail & Strategic Industries EMEA, **Google Cloud**

Wednesday, September 17

- **Keynote** – *Hyper-Personalization: Redefining the Future of E-commerce*, with
 - **Laura Toledano**, General Manager FR, UK & IE, **Zalando**
 - **François-Xavier Leroux**, Partner, **KPMG**
 - **Marc Lolivier**, Executive Director, **FEVAD**
- **Breakout session** – *Transforming Marketplaces into Integrated Ecosystems of Social Engagement, Personalization, and Sustainability*, with **Régis Pennel**, E-Commerce Director, **Galleries Lafayette**, and **Romain Roulleau**, Digital & E-Commerce Director, **Kingfisher**

- *How Data and AI are Transforming Brand-to-Customer Connections*, by **Rob Saker**, Global VP Consumer Industries GTM, **Databricks**
- **Breakout session** – *Unifying Experiences: Driving Customer Engagement In-store and Online*, by **Fernanda Dalben**, CMO/Retail Marketing Expert, **Dalben Group**

Thursday, September 18

- **Keynote by Simone Dominici**, CEO, **KIKO Milano**
- **Keynote by Rami Baitiéh**, CEO, **Morrisons**

With a strong lineup, a forward-looking agenda, and a focus on key industry issues – from AI and ESG to unified commerce and store innovation – NRF 2025: Retail's Big Show Europe provides a unique opportunity to learn, connect, and shape the future of retail. Alongside the world's most influential retail leaders, participants will explore emerging trends, discover actionable solutions, and expand their network in an international, collaborative setting.

Apply now for your press accreditation at:

[Press accreditation NRF 2025](#)

NRF Retail's Big Show Europe 2025 – Practical Information

Join us from September 16 to 18, 2025, for the inaugural edition of NRF Retail's Big Show Europe, following the strategic alliance between Paris Retail Week and NRF.

Opening hours:

- Tuesday, September 16: 9:30 AM – 6:30 PM
- Wednesday, September 17: 9:30 AM – 6:30 PM
- Thursday, September 18: 9:30 AM – 5:00 PM

Venue:

Paris Expo Porte de Versailles
1 Place de la Porte de Versailles, 75015 Paris

For more information: <https://www.nrfbigshoweurope.com>

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About Retail's Big Show Europe

Europe's most important retail event will take place in Paris from 16 to 18 September 2025. 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 Innovation Lab and Startup Zone.

nrfbigshoweurope.nrf.com

About NRF

The National Retail Federation (NRF) passionately advocates for the people, brands, policies, and ideas that drive retail success. Headquartered in Washington, D.C., NRF supports the industry that powers the economy. Retail is the largest private-sector employer in the United States, contributing \$5.3 trillion to annual GDP and supporting more than one in four American jobs — 55 million workers. For over a century, NRF has represented every retailer and retail employee by informing, inspiring, and showcasing the industry's powerful impact on local communities and the global economy.

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About Comexposium

Comexposium Group is one of the world's leading event organisers, creating events that bring communities together to explore businesses, passions, and interests. Comexposium hosts more than 150 trade and consumer events, connecting 48,000 exhibitors with 3.5 million visitors year-round. In the retail sector, Comexposium is behind market-leading brands such as NRF Retail's Big Show, Siec, One-to-One events in France and Monaco, Franchise shows in the U.S., and ad:tech and iMedia in the Asia-Pacific region.

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