

WRITE-UP

IFCCI MUMBAI
Monday, 31.08.2020

How Brands & Retailers are reinventing themselves post Covid



The IFCCI Retail Committee organised a webinar on “How Brands & Retailers are reinventing themselves post Covid” on Friday, 28th August from 15H00-16H30.



Ms. Payal S Kanwar, Director General, IFCCI opened the session and welcomed the speakers and participants followed by introductory remarks by **Mr. François Arpels**, Founder, RISE IN and Brands & Beyond and Chairman IFCCI Retail Committee.

Mr. Rishi Vasudev, CEO, Lifestyle and Home Centre shared key insights on top priorities for unlock and return to business phase; managing employee morale and engagement during the pandemic and spoke about digital adaptation in Retail post Covid.

Mrs. Sabina Belli, CEO at Pomellato & Dodo Group (Kering Group) exchanged her views about smart working vs. remote working and also shared the group's expertise on sustainability in the context of the Luxury industry and the requirement for innovative and impeccable clienteling.

Mr. Kavindra Mishra, MD & CEO, House of Anita Dongre discussed about understanding new consumer trends post Covid and predicting consumer demand for the upcoming festive season this year. He also gave insights on gender equality & sustainability measures taken at HOAD.

Retail being one of the most impacted sector, the discussion involved the comeback time for companies and the timeline for things to be normal. The focus for business operations is fast moving to digital options and hence Retail sector is experiencing a huge shift towards e-commerce and online retail.

The industry leaders also spoke about the new initiatives taken by the businesses both for customer satisfaction and for employee safety. Indian brands are investing into more multichannel capabilities: trial from home, return in store, check store availability, pick up in store etc. With essentials being the priority at the moment, the session also involved on how the luxury brands are sustaining in the minds of consumers during these exceptional circumstances. The brands believe that it is time that we shift the focus to meet the needs of human beings and give back to the nature, keeping the efficiency, productivity and agility intact in order to sustain the pandemic.

The webinar was attended by 60+ participants and involved an interactive Q&A Session. It ended with concluding remarks shared by **Mr. Satyen Momaya**, CEO, Celio and Vice Chairman, IFCCI Retail Committee and a vote of thanks by **Mr. Rishab Suresh**, CEO, The Gourmet Jar and Vice Chairman, IFCCI Retail Committee.

About Indo-French Chamber of Commerce & Industry (IFCCI)

Established in 1977, the Indo-French Chamber of Commerce belongs to a worldwide network of 120 French Chambers (CCIFI) in 90 countries with over 33,000 companies. One of the most active bilateral chambers in India, the Indo-French Chamber is a private association that promotes mutually beneficial trade relations between India & France and caters for its members' needs and interests. The Chamber has four offices in Mumbai, New Delhi, Chennai, Bangalore and two representations in Chandigarh and Pune .For more information, please visit <https://www.ifcci.org.in/>

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