

# THE BIG SHOW DAILY

June 3, 2025 | Issue 2



## SPOTLIGHT

# NRF APAC Innovators Showcase: witness the “next now” of APAC retail



**Over the next three days, the NRF APAC Innovators Showcase will spotlight over 25 emerging companies from APAC, Europe and North America, each specially curated by the NRF Innovation Advisory Committee for their unique, scalable and impactful retail solutions. These innovators are redefining APAC retail through AI, AR/VR, spatial analytics, fintech, and more, addressing the diverse needs of APAC’s dynamic retail landscape.**

The showcase tackles key industry themes, starting with engaging the next generation of shoppers—Gen-Z. ChatLabs delivers AI-driven hyper-personalisation, crafting social media-style engagement platforms, while Pulpo AR’s Smart Mirror enables virtual try-ons for makeup and skincare, making shopping immersive and fun.

Commune boosts revenue through community-led commerce, leveraging user-generated content to build brand advocates, and Alice AI Voicebox offers voice-driven personalisation across the commerce journey.

Stylumia’s consumer intelligence predicts hidden demand, empowering retailers to stay ahead of trends.

The AI revolution is transforming operations and customer experiences. retailexecution.ai optimises stock, pricing and market share, while 3WIN.ai’s conversational AI helps cut costs and boosts sales. Pathr.ai’s spatial intelligence enhances in-store operations, and Trustana’s AI-driven product data enrichment streamlines digital transformation. Zocket.ai’s agentic AI marketing platform automates campaigns and maximises reach. These solutions showcase AI’s power to drive efficiency and personalisation at scale.

Addressing the hybrid consumer, Fynd’s unified commerce platform revolutionises fashion retail with AI-driven design and inventory optimisation, while unerry’s AI analyses consumer behaviour to refine engagement strategies.

Don’t miss the NRF APAC Innovators Showcase at the expo hall of NRF 2025 APAC – Hall A, level 1, Sands Expo and Convention Centre. Explore these game-changing technologies, connect with visionaries and witness the “next now” of APAC retail first-hand.

## IN TREND

# FairPrice Store of Tomorrow comes to life

In partnership with leading technology collaborators, FairPrice Group presents a unique and immersive showcase that brings its bold vision for the FairPrice Store of Tomorrow to life. The installation offers a compelling look at how technology is being harnessed to transform the retail experience—from operational excellence to customer engagement.

Take a bold leap into tomorrow's grocery experience at the FairPrice Group booth (#1213), where innovation meets imagination.

Glide through the aisles with AI-powered smart carts, breeze through checkout with just a glance using biometric payments, and watch as vision AI quietly orchestrates seamless operations behind the scenes.

With digital price cards that update in real-time and holographic transparent screens that seem pulled from a sci-fi dream, this is more than a booth—it's a portal to the future of retail.

**VISIT THE SHOWCASE AT BOOTH #1213**



## SHOUTOUT

## Make the right decision with data-driven insights

Against the backdrop of market uncertainties and volatility, businesses must focus on understanding and adapting to a rapidly evolving consumer landscape. Data is crucial in helping retailers make the right decisions.

Whether it is to enter a new market or set up a short-term promotion to boost sales, data helps a retailer take out the guesswork and get more predictable and precise results.

Get first-hand understanding of how this is done in the real world through a fireside chat with Liryawati, Chief Operating Officer of PT Sari Coffee Indonesia, which is licensed to operate Starbucks in Indonesia; and Nadav Itach, Mastercard's Vice President for Specialist Sales and Services.

At this discussion, we explore how economic trends are shaping the business landscape. Understand how brands leverage insights, analytics, and disciplined experimentation to help build clear and connected strategies to unlock greater efficiency, agility, and return on investment in a dynamic market.

An all-round marketer with more than 29 years in the business, Lirya brings a unique perspective at the intersection of physical retail, digital channels, and emerging technologies. She will share her thinking on data, personalisation, and the evolving role of AI in the customer experience.

Joining her, Nadav brings years of experience in retail, especially in the use of data to drive sales. He will share insights on automating a data-driven approach and fact-based decision making to drive value in retail.

### CATCH THE SESSION!

**BREWING SMARTER RETAIL: DATA, PERSONALISATION & GEN AI IN COMMERCE**

#### Speakers:

**Nadav Itach**, Vice President, Specialist Sales, Services, Mastercard

**Liryawati**, Chief Operating Officer  
PT Sari Coffee Indonesia

**Day 2** - 11:45AM - 12:15PM  
Expo Stage 2, Level 1



**TRAILBLAZERS**

# When David Beckham becomes a brand



Brand marketing has become complex and challenging for many retailers today.

What makes one brand, such as David Beckham, so successful is not just his magnetic personality but also a team that brings “the art and the business” together, says Wesley Chu, President for APAC at Authentic Brands Group.

As the world’s largest sports and entertainment licensing company, Authentic counts Beckham as a celebrity partner. Its brands generate more than US\$32 billion in annual retail sales in more than 150 countries.

Chu, who joined Authentic in 2018, says it is key to build ecosystems around a famous brand that spans product, content, media and partnerships.

“When the charisma is real and the business model is disciplined, that’s when a famous face becomes a cultural and commercial force,” he adds.

When does a brand translate into sales? When the strategy matches the stature, says Chu. “With David Beckham and all of our legends, we are highly selective about the categories and partnerships pursued, focusing on opportunities that elevate his brand and expand his reach in meaningful ways.”

In 2023, the Netflix docuseries, called Beckham, became one of its most popular shows, creating a cultural moment that drove immediate commercial impact.

Soon, major partnerships were sealed with Hugo Boss, SharkNinja and Prenetics.

It also helped launch D’Beez, the honey brand inspired by Beckham’s personal beekeeping hobby featured in the series.

Authentic’s customers include brands like Quiksilver, Billabong and Roxy. It involves athletes such as Olympic gold medallist Caroline Marks and pro surfer Griffin Colapinto to drive innovation and credibility.

“It’s not just marketing—it’s performance and purpose,” says Chu. “In a crowded space, that’s what builds loyalty.”

## CATCH WESLEY’S SESSION!



Wesley Chu  
President, APAC  
Authentic Brands Group

### BRAND BUILDING IN APAC

How do you build up a multi-channel lifestyle and sports apparel company into a world-class retail giant that counts Shaq and David Beckham among its galaxy of stars?

**Day 2** - 9:15AM - 9:45AM  
KPMG Vision Stage, Level 3

**authentic**  
AUTHENTIC BRANDS GROUP



**TRAILBLAZERS**

# Innovative and thoughtful, Love, Bonito stands apart in Asia



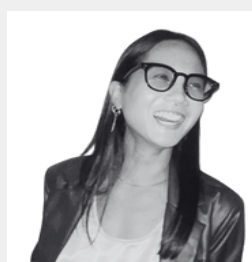
Fashion label Love, Bonito has carved a niche by focusing on Asian-centric designs that are thoughtful and functional.

Innovation, says CEO Dione Song, doesn't have to be rocket science. "It starts with truly listening to our customers, having the humility to take their feedback seriously and the agility to act on it."

Take the RuchedReady for instance, a simple band that keeps a sleeve in place for women who roll up their sleeves or use a hair tie just to get through their tasks.

Despite macroeconomic challenges, Love, Bonito is also looking to Thailand and Vietnam, with designs that make women feel comfortable, confident and ready to take on the world.

"We design with purpose: for Asian proportions, tropical climate and real lifestyles," says Song. "Our fits are not just ready to wear; they are for women who are ready to live."

**CATCH DIONE'S SESSION!**


Dione Song  
CEO  
Love, Bonito

**FINDING YOUR AUDIENCE IN A CROWDED WORLD**

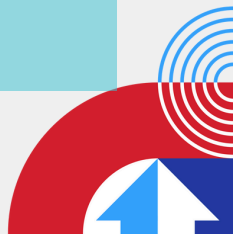
What does it take to compete against Asia Pacific's biggest fashion brands and come out on top?

**Day 3 - 3:30PM - 4:00PM**  
KPMG Vision Stage, Level 3

**SHOUTOUT**


Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalised relationships with customers globally. Dive deep into the concept of "channel-less customer" and discover ways to engage with consumers in a more meaningful way to drive loyalty, growth, and customer satisfaction.

**Join Twilio at Expo Stage 1 on Day 2  
and be sure to drop by their booth (#1324).**





# HIGHLIGHTS FOR TOMMOROW

## EXPO

LEVEL 1, HALL A-C | SANDS EXPO & CONVENTION CENTRE

### Get your taste of Retail Unlimited

Connect with top retailers and leading solution providers in the industry as they showcase pioneering ideas, solutions, and case studies. Gain an exclusive insight into the innovations transforming APAC retail and learn how to effectively and seamlessly integrate them into your organisation.



## CONFERENCE

LEVEL 3 | SANDS EXPO & CONVENTION CENTRE

### The excitement continues: Get insights from retail powerhouses

The excitement continues on Day 2 with opening remarks from the National Retail Federation (NRF) setting the stage. Get ready for an incredible line-up of keynotes and panel discussions from powerhouses such as:



**Jill Dvorak**  
Senior Vice President  
National Retail Federation



**Jamie Salter**  
Founder, Chairman and Chief  
Executive Officer  
Authentic Brands Group



**Nandita Sinha**  
CEO  
Mynta



**Wesley Chu**  
President, Asia Pacific  
Authentic Brands Group



**Chen Tien Yue**  
Executive Director,  
Royal Selangor

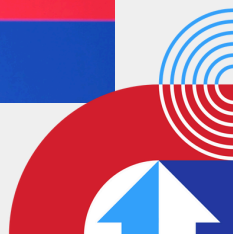


**Kumar Rajagopalan**  
Chief Executive Officer  
Retailers Association of India

If you'd like to attend, go to Level 1 Registration to upgrade to an All-Access Pass!



# A GLIMPSE INTO THE SHOW





# NRF '25 RETAIL'S BIG SHOW ASIA PACIFIC

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## ABOUT NRF APAC 2025

NRF 2025 APAC gathers top retail leaders from across the region on a powerful pan-Asia stage – home to the world's fastest-growing market. Experience the latest innovations and breakthrough technologies in the market and connect with retail professionals over a three-day conference.

For more information, visit <https://nrfbigshowapac.nrf.com/>