

# Empowering the Future



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*“The big winners in twenty-first century retailing will be those stores that fully take advantage of our ever-changing technology and combine it with great merchandising.”*

– Marvin Traub



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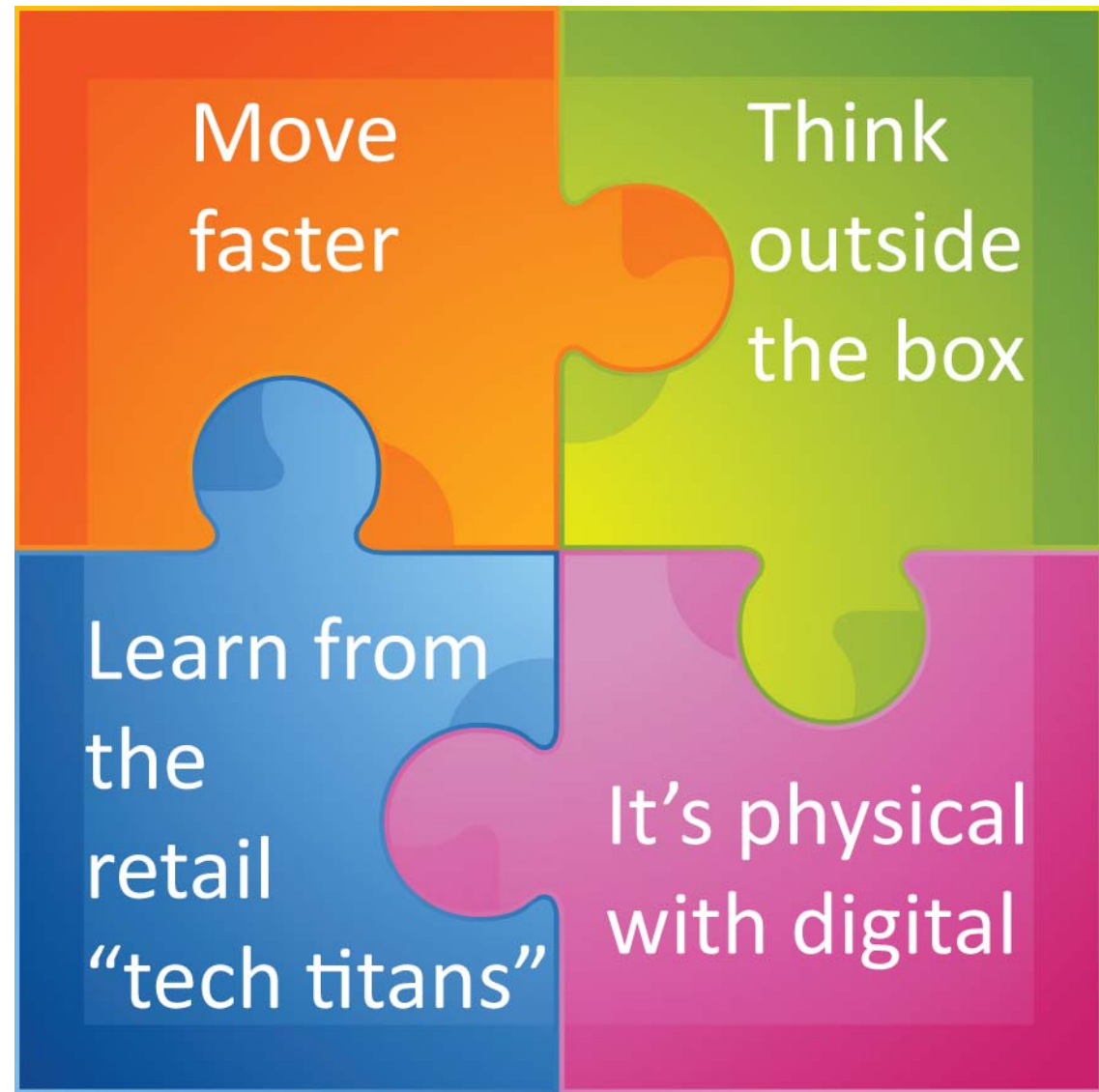
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# Innovation for the Future

*“The best way to predict your future is to create it.”*

– Abraham Lincoln



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# Thrive, Don't Just Survive

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# Business as “Unusual”: The Disruptors

STITCH FIX



stella & dot

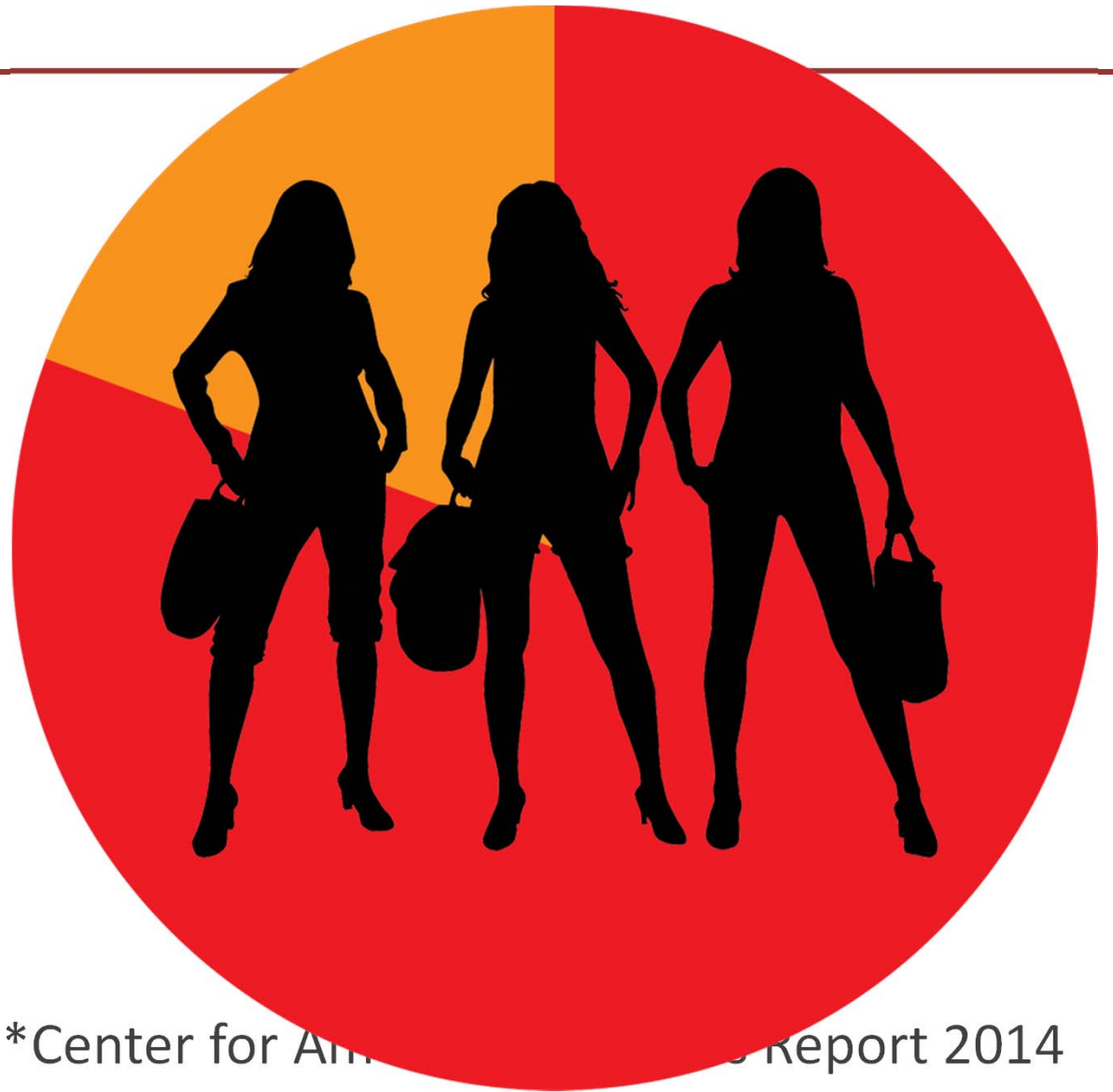


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# The Consumer

80% of consumer spending is driven by women.\*

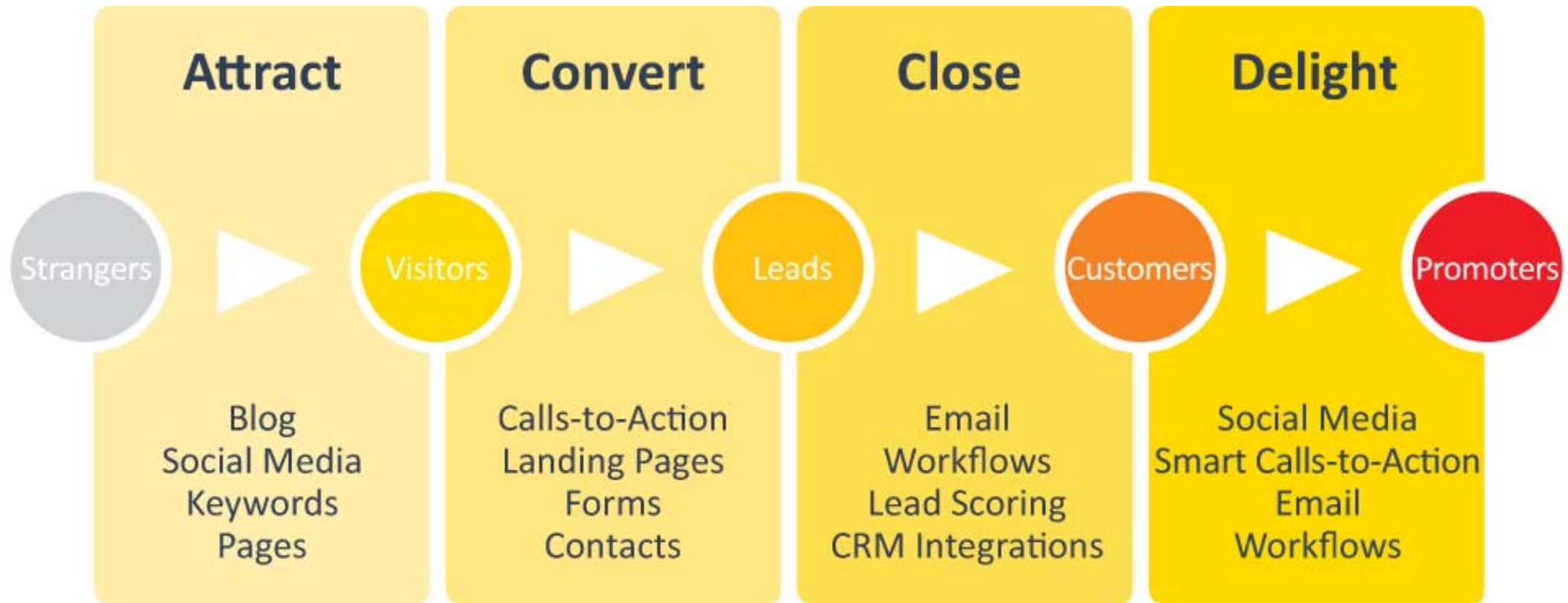


\*Center for American Progress Report 2014

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# Winning the Customer



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# It's All About Customer Service!

Surprise and delight  
the consumer



*“We believe Customer Service shouldn’t be just a department; it should be the entire company.”*

– Tony Hsieh, Zappos CEO

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# Case Study: Ashley Stewart

Ashley Stewart has been defined by industry pundits as “the world’s fastest-growing, most-profitable socially engaged fashion brand”.



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# Case Study: Ashley Stewart

James Rhee, the current CEO and former Chairman of the Board believed in the brand and the values that it stood for

- Empowerment
- Respect
- Joy
- Community



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# Case Study: Ashley Stewart

## The Transformation:

- Changing the company culture
- Operations streamlined around the core customer
- Transparent communication
- Kindness



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# Case Study: Ashley Stewart

## The Results:

- Organic sales growth is north of 25%
- Digital business is booming
- Ashley Stewart is now one of the largest, most profitable and fastest-growing plus size brands in the world



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# Empowering the Future for YOUR Company



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*“As we look into the next century, leaders will be those who empower others.”*

*– Bill Gates*

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# Contact Information

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