

# the NRF Insider

FEBRUARY EDITION

The best of NRF, in under 10 minutes. Because the company we keep means business.

## NRF MEMBERS

### NRF continues to monitor, assess coronavirus impact



We continue to add new information on our [Coronavirus Resources for Retailers](#) page as it becomes available. Current resources include supply chain impact memos, Centers for Disease Control and Prevention (CDC) situation reports, travel guidelines and recorded conference calls.

**We hosted a call with CDC today and the recording will be posted to the Resources page.**

**We want to hear from you. Take our five-minute survey.** What's in it for you? In addition to providing insight that could help guide NRF's response to this issue, we'll send you a **\$5 Starbucks gift card** as a thank you for completing the survey in full\*.

[TAKE THE SURVEY](#)

\*While supplies last, Starbucks® gift cards are available for giveaway to the first 400 retailers who fill out and submit a completed survey including mailing information. Giveaway ends on April 1, 2020, or once all Starbucks® gift cards are given away, whichever occurs first. No purchase required to participate in this giveaway. Only one gift card per person. Giveaway is in no way sponsored, endorsed or administered by or associated with Starbucks®.

### Watch top sessions from NRF 2020

**NRF On Demand** lets you share the best content from NRF 2020 with your team. Membership gives you free access to watch highly rated speakers from Retail's Big Show including Starbucks President and CEO Kevin Johnson and Casper CEO Philip Krim, along with timely topics including recommerce, CBD and micro experiences.

[WATCH NOW](#)



#### Working remotely? This webinar is for you.

Whether you work remotely 100% of the time or find yourself navigating this situation for the very first time, working at a physical distance can pose a unique set of challenges. Slack is here to help. This 30-minute webinar will provide tips and tactics within Slack that you can put into action right away. [Watch the webinar.](#)

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## Welcome New Members!

- |                          |                                   |
|--------------------------|-----------------------------------|
| Brierley                 | Realty Interactive LLC            |
| COBECA                   | Selina Joan                       |
| Interface Solutions      | VTEX Cloud Commerce Solutions LLC |
| Kering                   | Windsor                           |
| McCray Global Protection | Workday                           |
| MIMO LLC                 | Zonos                             |
| MTI                      |                                   |

## INDUSTRY INSIGHTS



### NRF's new board chairman reflects on retail's reinvention

Mike George, chairman of the NRF Board of Directors and president and CEO of Qurate Retail, Inc., took the stage at NRF 2020 Vision: Retail's Big Show to describe the evolving state of retail. [Watch his remarks about retail's reinvention and the critical role retail plays in communities across America.](#)

### 10 ideas worth stealing for 2020

Brands and retailers alike are finding new ways of recycling, upcycling, reusing, revisiting and more — all in the name of meeting consumer needs and expectations and continuing to inspire loyalty. From rethinking customer experience to teaching kids to code, the latest ideas worth stealing are worth exploring.

[SEE THE 10 IDEAS](#)

## INDUSTRY RESEARCH

### 3 ways convenience impacts shopping behavior

Over the past decade, retailers have invested in strategies to give consumers a more seamless shopping experience. Whether it's buy online, pick up in store, mobile apps that let customers browse their local shop or two-day shipping, retailers have been setting new standards for easily finding and receiving items. [New on the NRF blog](#), we've broken down the top ways convenience has impacted the shopping experience, consumer behavior and expectations.

## RETAIL MEMBER SPOTLIGHT: TechStyle

**TechStyle**, known for its portfolio of brands including Fabletics, Just Fab, Shoe Dazzle and Savage X Fenty, has built one of the most data-driven strategies in the industry. Its membership model that rewards customers with better pricing and promotions also enables it to more deeply understand customer preferences and behaviors, and TechStyle uses that data to create better products, more engaging content and reach customers more effectively.

To learn more about the company's unique model and where it's headed in the future, the **Retail Gets Real** podcast team talked with Laura Joukovski, president of global fashion brands for TechStyle.

[LISTEN NOW](#)