

Press release

Wednesday 25 September



Paris Retail Week 2024: a memorable edition

- **The business gathering for the market's top decision makers**
- **Exhibition to go European in 2025, becoming NRF Retail's Big Show Europe**

The 10th edition of Paris Retail Week, held on the theme **RETAILIGENCE: all the forms of Retail Intelligence**, drew to a close on 19 September at Paris Expo Porte de Versailles. During this productive and lively edition, the exhibition announced a new collaboration between the NRF and Comexposium to launch **NRF Retail's Big Show Europe in 2025**. The 2024 tradeshow meanwhile attracted the sector's leading names that included Leboncoin, Zalando, L'Oréal, LVMH, Courir, Adidas, Decathlon and La Redoute. A multitude of retail professionals were

given a platform from which to offer their view of the market, share their experience and unveil their latest innovations during panel discussions, debates, talks, pitches and other moments of exchange. The entire world of retail came together at Paris Retail Week !

Key figures for 2024

18,000 participants brought together over 3 days
850+ business meetings
50% retailers among the visitors
380 exhibitors
150 talks and solution-oriented workshops
45 start-ups
9 innovation awards

A look back on the highlights of Paris Retail Week

Among the new developments in 2024, **Equipmag joined Paris Retail Week to form the biggest event dedicated to omnichannel trade.** The purpose of the merger was to gather all the players in physical and digital retail (exhibitors and decision makers), in a single venue and at the same moment in time. Henceforth included in the exhibition's "Equipment & Digital in-store" sector, this area is dedicated to equipment and solutions for points of sale, offering a broad overview of the segment's technological innovations and hottest trends. **The incorporation of Equipmag thus helped to enhance the omnichannel offering,** an accomplishment applauded by the show's exhibitors, visitors and partners alike.

This year's show drew 50% of retailers among its visitor audience and recorded **more than 850 business meetings (+12% vs. 2023)**, thanks to a targeted strategy aiming to promote exchange with highly qualified profiles. A specially tailored pricing policy and a top buyers initiative made the show even more appealing to retail decision makers.

The VIP Retailers programme was also a new feature and a stand-out asset at the 2024 edition of Paris Retail Week. Designed to provide the sector's most influential top buyers with an **exclusive experience**, the programme offered tailored assistance, unique benefits and top-level networking opportunities.

The show additionally joined forces this year with **8 new mentors** to develop its content programming:

Cyril Ayroles, Construction Director – MC DONALD'S FRANCE

Laura Toledano, Managing Director France, UK, Ireland – ZALANDO

Amandine De Souza, CEO – LEBONCOIN

Bertrand Swiderski, CSR Director – CARREFOUR

Arnaud Bodzon, Group Head of Payments – LVMH

Matthieu Caron, Global Customer Care & Experience Director – L'OREAL LUXE

Lisa Nakam, CEO – JONAK

Marion Riffard, Supply Chain Director - COURIR

These mentors, each experts in the show's eight major business challenges, brought their insights to Paris Retail Week through their talks and contributions, and had the additional honour of presenting the trophies to **the winners of the Paris Retail Awards.** These distinctions, an unmissable highlight of the show, illustrated the desire to **promote the most promising innovations in the sector.** The winners included **Yocuda, Autone, Save Your Wardrobe, Nopli, Purse, Ekoo and Humanitics.**

The 2024 show was also the backdrop for a series of other highlights such as the **talk** given by **FEVAD,** the sneak preview presentation of the **World Retail Observatory by Havas Commerce on the impact of AI on retail,** the remarked attendance of the **China Council for the Promotion of International Trade (CCIPT),** and the **official visit by the Ambassador of the People's Republic of China, Lu Shaye,** to mark the 60th anniversary of Franco-Chinese diplomatic relations.

What retailers and exhibitors say

"Paris Retail Week gives us the chance to get fully up to speed on the sector's trends, challenges and opportunities. It also shines a powerful spotlight on retail and e-commerce innovations, and I was proud to present a Paris Retail Award!" **Laura Toledano, Managing Director France, UK and Ireland - Zalando**

"For L4 Logistics, Paris Retail Week 2024 was an opportunity to announce our new partnership with Shippingbo; we can now welcome companies that have chosen OMS to develop their business and connect easily with their logistics provider. The show was also an opportunity for friendly visits from our customers, partners and collaborators, meetings with prospects, and the discovery of new IT, transport and eco-packaging solutions." - **Michel Gasganias - CEO, L4 Logistics**

"LiveCrew enables retailers to understand why 80% of their visitors leave their stores empty-handed, so they can eliminate all their irritants. We collect and analyze feedback from sales advisors after the customer has left, and thanks to AI we help them make the right decisions in product, merchandising and retail operations. Paris Retail Week gave us the opportunity to see and review key decision-makers in a whole range of sectors that are important to us, whether in luxury goods, ready-to-wear, cosmetics, home furnishings or DIY. We've already had a number of post-show meetings and are confident that the show will have brought us some great contracts in the near future" - **Jonathan Dory - CEO & founder of Live Crew**

NRF Retail's Big Show to be expanded in Europe in 2025

The National Retail Federation (NRF) and Comexposium are joining forces and pooling their expertise to create a new show on an unprecedented scale in Europe: the most dynamic and eagerly awaited retail event in Europe. The inaugural show will draw thousands of retailers and business partners from across Europe.

"NRF is proud to represent the largest global retail brands in the world, and we are excited to expand our award-winning educational experiences into new markets, complementing the annual Big Show in New York City and Retail's Big Show Asia Pacific," NRF President and CEO Matthew Shay said. "Every single day, successful retailers are exploring new tools, new approaches and new innovations to remain relevant to loyal shoppers and new customers alike. For nearly 110 years, NRF has embraced the same culture of change in order to build and grow our first-in-class programming."

The marriage of NRF Retail's Big Show and Paris Retail Week to create Retail's Big Show Europe will attract industry-leading speakers and premier content and innovations from across Europe.

"We are excited to extend our partnership with the National Retail Federation, the world's largest trade association for the retail sector. By combining the strengths of Paris Retail week with those of the NRF, we will be able to offer the market an event unparalleled in Europe," commented Arnaud Gallet, Managing Director of Paris Retail Week

Save the date in 2025 – NRF Retail's Big Show Europe

16 - 18 September 2025
Pavilions 4 et 6
Paris Expo Porte de Versailles, Paris – France



Video: curtain down on Paris Retail Week 2024!

[#ParisRetailWeek](#)

[Parisretailweek.com](https://parisretailweek.com)



About NRF

The National Retail Federation passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the United States' largest private-sector employer, contributing \$5.3 trillion to annual GDP and supporting more than one in four U.S. jobs — 55 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. nrf.com

About Comexposium

The Comexposium Group is a leading event organiser worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises over 150 professional and general public events, connecting 48,000 exhibitors and 3.5 million visitors, 365 days a year. As a creator of experiences and opportunities for encounters between individuals, Comexposium is present in the retail sector through Paris Retail Week, Siec, One to One Expérience Client, One to One Retail E-commerce and One to One B.Better in Europe, NRF Retail's Big Show Asia Pacific, iMedia et AdTech in Asia-Pacific et and several franchising exhibitions in the USA and Mexico. www.comexposium.com

About Retail's Big Show Europe

Retail's most important event in Europe takes place in Paris from 16 – 18 September 2025. Be inspired by the biggest retail leaders across Europe in one of the world's most dynamic and consumer-driven markets. Retail professionals from around the globe can experience three days of educational programming and an all-encompassing Expo featuring the latest retail solutions, as well as an Innovation Lab and Startup Zone featuring breakthrough technologies in Europe's retail sector. nrfbigshoweurope.nrf.com

14
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