



Innocent, Oliver Bonas, Gymshark, DPD & British Retail Consortium lead learning programme at IRX

Experts from Innocent Drinks, Oliver Bonas, Gymshark, Lounge Underwear, DPD and British Retail Consortium are among the speakers at the UK's number one digital retail show. IRX (InternetRetailing Expo) & eDX takes place on 13 & 14 October 2021 at the NEC, Birmingham. The free [conference programme](#) across the two-day show has been created to directly address current challenges and issues faced by the retail sector with tracks covering Customer Experience, Data & Insights, Fulfilment and Sustainable eCommerce.

The theme of powering growth sits front and centre of two of the keynotes. Steve Hewitt, executive chair at fitness brand Gymshark, shares the story of how the company has grown from an entrepreneurial start-up to a global brand with millions of customers in over 180 countries and securing 'unicorn' status.

Maintaining the growth in eCommerce: from reacting to the pandemic to driving long term growth is the keynote delivered by the founders of lingerie and loungewear retailer Lounge Underwear, Daniel and Melanie Marsden. Lounge Underwear's Head of eCommerce Kristian Burnard joins a panel debate with Camilla Tress, eCommerce Strategist at Oliver Bonas and Alexander Bartholomew, MD UK - Berlin Brands Group, to explore *Approaches to multi-product, multi-channel selling to reach the post-pandemic consumer*.

British Retail Consortium's Head of Insight Kyle Monk moderates the Customer Experience track including a session where John Thornton, Head of Social Media at Innocent Drinks shares advice on *Building communities and social channels that create the digital experience*.

Combining luxury and sustainability is explored by keynote Sach Kukadia, Co-Founder & Chairman of Secret Sales & REHAUS. With COP fast approaching, sustainability remains a hot topic and is explored further in other conference sessions: Olly Craughan, Head of CSR at DPD Group shares his company's approach in *Sustainability in the final mile: a green approach to meeting customer expectations*. Following the recent launch of the city's Clean Air Zone, Birmingham City Council

Cabinet Member Transport and Environment, Waseem Zaffar, will detail the city's strategy in *Sustainability in delivery: The Birmingham Transport plan and route to zero campaign*

Alongside the free learning programme, which also includes interactive [workshops](#), retail professionals can meet with over 150 leading suppliers - including Huboo, Trustpilot, WorldLine, RedEye and more – all with cutting-edge technology and innovative services to enhance customer experiences, increase sales and deliver efficiencies across online and in-store operations.

“We’ve witnessed huge changes in the retail sector over the past year,” explains Stuart Barker, Portfolio Director for IRX (InternetRetailing Expo), “and our comprehensive conference has been carefully created to reflect these shifts. Our speakers are all making waves in the retail sector and are set to share their experience and learnings with attendees. IRX is one of the first major retail trade events since the pandemic, and we look forward to welcoming back the community to do business, learn and network face to face with others in the industry.

IRX (InternetRetailing Expo) & eDX takes place on 13 & 14 October 2021 at the NEC, Birmingham.

Register – for free – [here](#).

#IRX21

www.internetretailingexpo.com

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Notes to editors:

IRX (InternetRetailing Expo) & eDX is the UK's number one digital retail show and takes place on 13 & 14 October 2021 at the NEC, Birmingham.

The event will be COVID-secure, with all attendees expected to prove they have been fully vaccinated or have a recent negative lateral flow test.

For more information about travel to the show, click [here](#).