Marc Jacobs

ROBERT RIZZOLO, GLOBAL CHIEF MERCHANDISING OFFICER

As the Global Chief Merchandising Officer (CMO) for Marc Jacobs, an LVMH Moët Hennessy Louis Vuitton company, I lead the strategic direction and execution of product, licensing, assortment planning, and buying across all channels and regions. Before joining LVMH, I held various leadership and turnaround roles at Michael Kors, Gucci, Burberry, and Calvin Klein, where I successfully transformed the merchandising and merchandise planning functions, optimized product mix and inventory levels, and launched new business categories. I proudly started my retail career with Gap, Inc., working in stores before transitioning to corporate.

For nearly 40 years, Marc Jacobs has been a driving force in fashion with his philosophy: pioneering designs, an irreverent spirit, the everyday and the extraordinary. Today, the brand continues to make its Marc as rebellious, unpredictable, and original.

Our work is founded on our core brand pillars: unexpected, utilitarian, urban, unisex, and unique. NYC in design and spirit, our teams thrive off relentless authenticity, an openness to standing out, and inclusivity for all.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?
Accelerate digital & fp retail growth Drive wholesale key partner growth Retail expansion & local digital content/fulfillment

WHAT IS YOUR CURRENT TECHNOLOGY STACK?
Salesforce, Wunderkind, MicroStrategy, Centric (PLM)

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?
16 / 29

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?
$75 to $100 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION
Starting in this year, we are emphasizing our elevation into a designer positioning before aggressively expanding into global markets

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?
Labor availability & quality supply chain disruption resilience. Infrastructure costs and resource planning.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?
A/B Testing partners, CRM platforms

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?
H1 2025

WHAT IS YOUR BUDGET FOR THIS PROJECT?
$35 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Enhancing in-store customer experiences with AR and VR technologies to drive engagement and sales.	A
Implementing contactless payment systems for faster, safer transactions and improved customer convenience.	A
Leveraging AI-powered chatbots on e-commerce sites to provide instant customer service and support.	A
Integrating omnichannel retail strategies to ensure seamless shopping experiences across all platforms.	E
Utilizing data analytics to personalize shopping experiences and target marketing efforts more effectively.	B
Exploring advanced inventory management systems using AI to optimize stock levels and reduce overhead costs.	B
Adopting IoT in retail operations for better asset tracking, energy management, and customer insights.	A
Focusing on mobile-first strategies to capture the growing segment of consumers shopping on smartphones.	E
Investing in cybersecurity measures to protect sensitive customer data and prevent breaches.	D
Implementing dynamic pricing tools to adjust prices in real-time based on market demand and inventory.	E
Exploring sustainable tech solutions to meet consumer demand for environmentally friendly products and practices.	E
Strengthening e-commerce platforms for scalability during peak traffic times and promotional periods.	B
Using big data to understand consumer behaviors and trends for better strategic decision-making.	C
Employing facial recognition technology for improved security and personalized shopping experiences.	B
Developing loyalty programs that use technology to offer customized rewards and increase customer retention.	D