



NRF Retail's Big Show

janvier 2026



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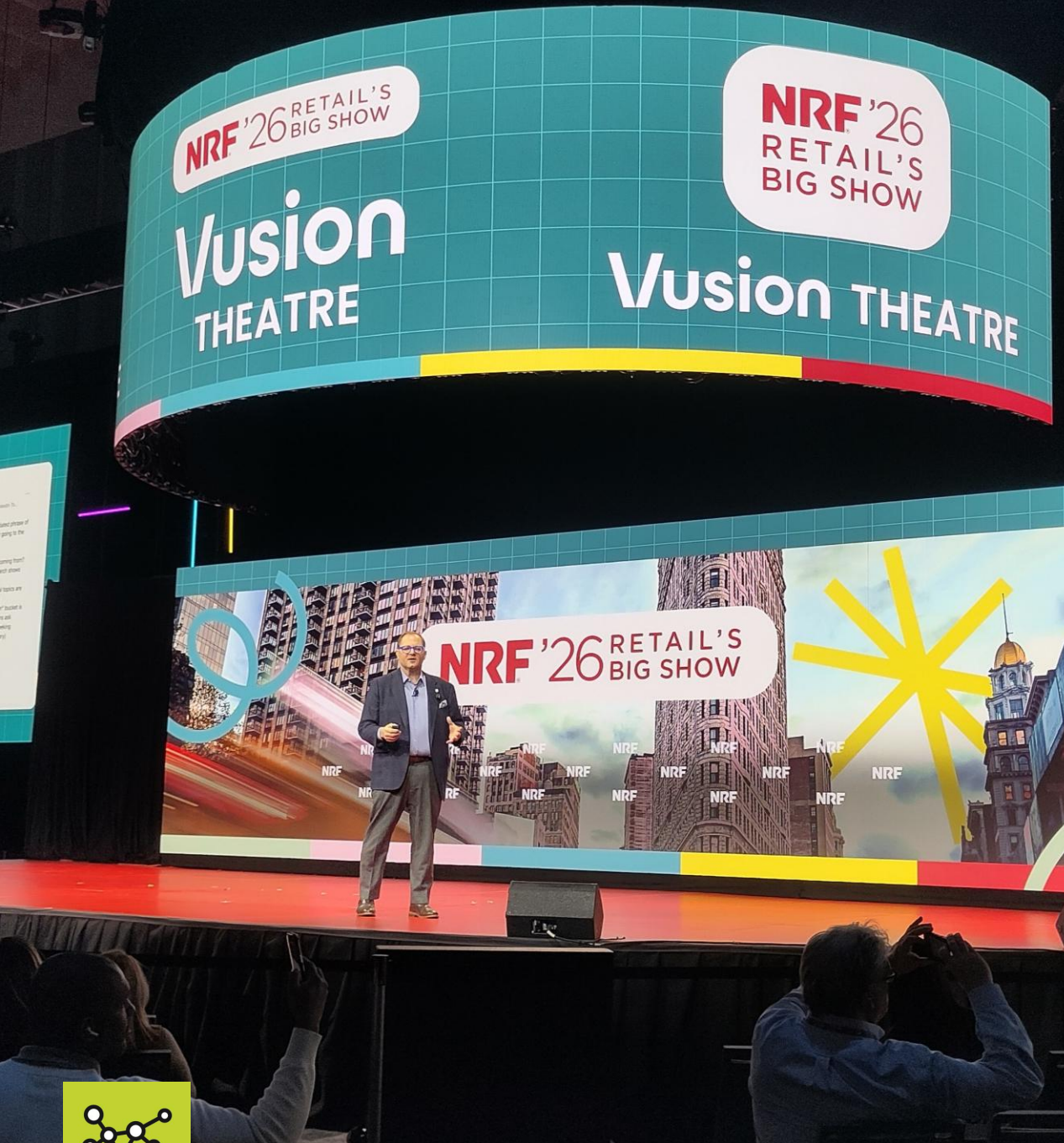


**25 000
m²**

**40 000
visiteurs**

**185
sessions**

**+1 000
exposants**





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Our one-stop destination for every style, trend, occasion you're shopping for + more. | [SHOP NOW](#)

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CHALET CHIC



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SOPHISTICATED EVENING



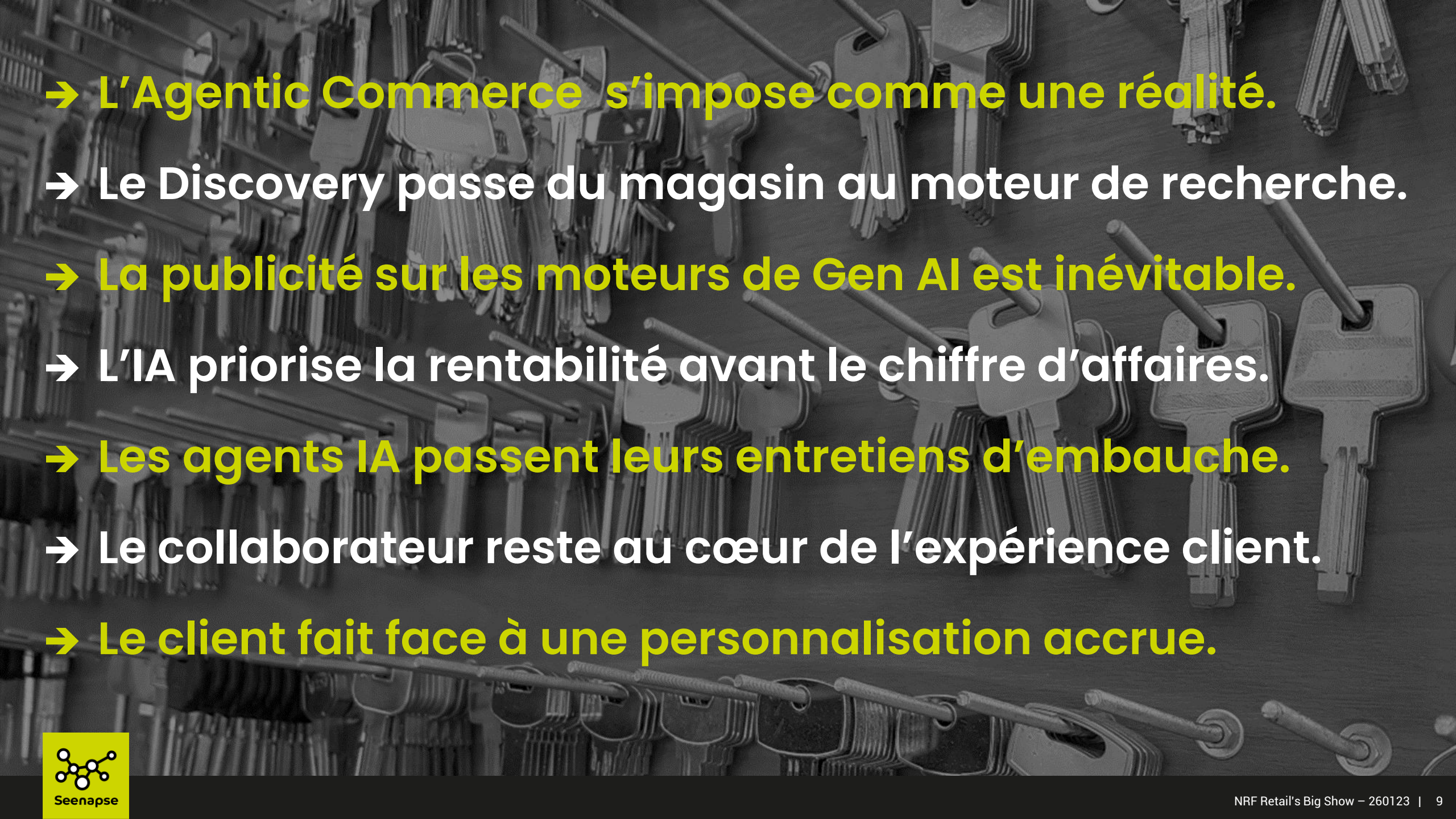
DATE NIGHT DRESSES







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- 
- L'Agentic Commerce s'impose comme une réalité.
 - Le Discovery passe du magasin au moteur de recherche.
 - La publicité sur les moteurs de Gen AI est inévitable.
 - L'IA priorise la rentabilité avant le chiffre d'affaires.
 - Les agents IA passent leurs entretiens d'embauche.
 - Le collaborateur reste au cœur de l'expérience client.
 - Le client fait face à une personnalisation accrue.





Containers are stacked at a port in Tianjin, China, Monday, Jan. 16, 2023. (AP Photo/Mark Schiefelbein, File)

BY PAUL WISEMAN

Updated 12:12 PM UTC+1, September 27, 2024

Add AP News on Google

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WASHINGTON (AP) — Donald Trump has identified what he sees as an all-potential threat for what ails America: Slap huge new tariffs on foreign goods entering the United States.

The former president and current Republican nominee asserts that tariffs — import taxes — will create more factory jobs, shrink the federal deficit, lower prices and allow the government to subsidize childcare.

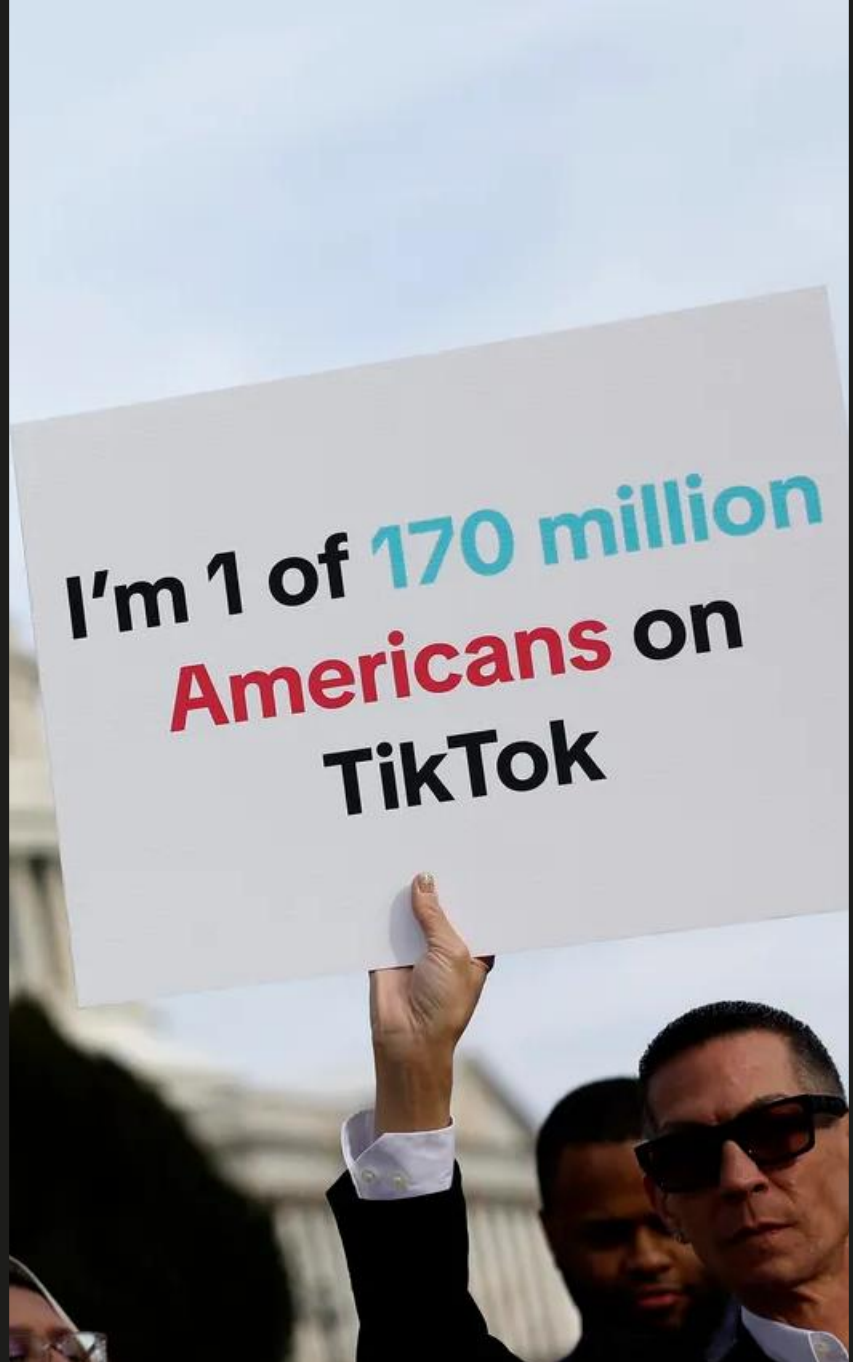
He even says tariffs can promote world peace.

"Tariffs are the greatest thing ever invented," Trump said this month in Flint, Michigan.

As president, Trump imposed tariffs with a flourish — targeting imported steel, aluminum and pretty much everything from China.

"Tariffs are the greatest thing ever invented," Trump said this month in Flint, Michigan.

This is much further. He has proposed a 60% tariff on goods from China.



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The background of the entire slide is a photograph of a man sitting on a white chair on a rooftop, with a city skyline in the background. The man is wearing glasses and a dark jacket, and he has his right arm raised. A large red stylized 'e' is on the left, and a large pink starburst is on the right. A yellow banner with the text 'Agent AI. Quelle était déjà la question ?' is across the middle. The NRF logo is repeated several times in the background.

NRF '26 RETAIL'S BIG SHOW

Agent AI. Quelle était déjà la question ?



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Introducing Universal Commerce Protocol

Google



Seenapse

Universal Commerce Protocol

Google

shopify

Etsy

wayfair



Walmart

adyen



Ant International

BEST BUY



chewy

Commerce

Flipkart

GAP INC.

Kroger

LOWE'S

macy's



SEPHORA

Shopee

stripe



ULTA

VISA

worldpay

zalando



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Getting started with Universal Commerce Protocol on Google

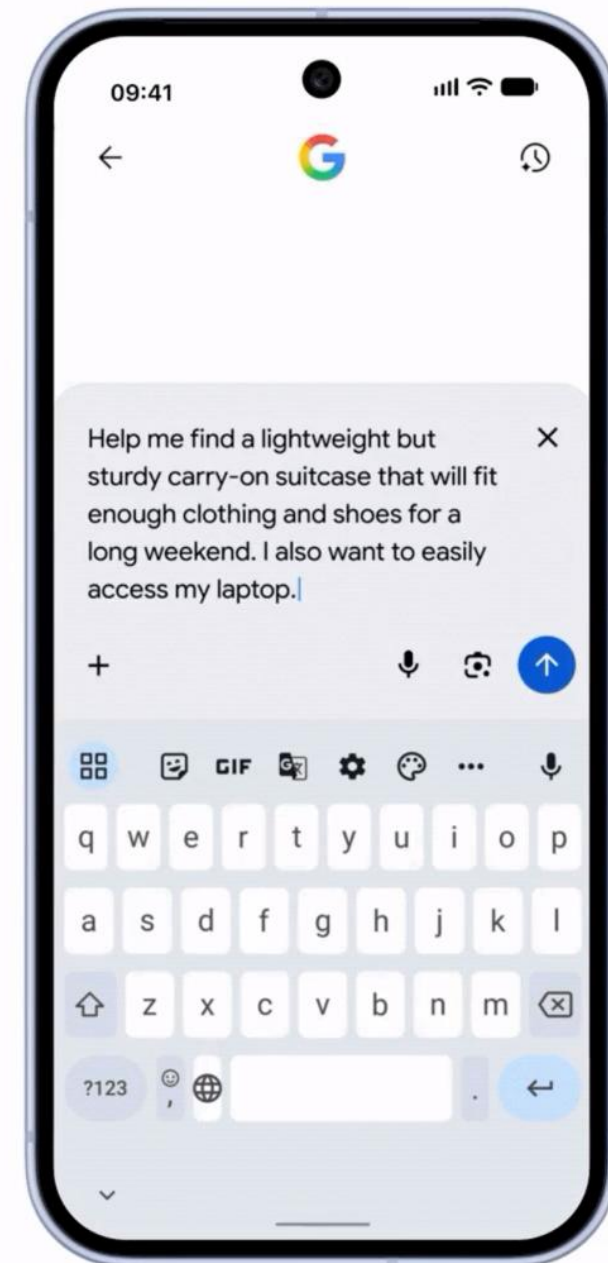
The Universal Commerce Protocol (UCP) is an open standard designed for the future of commerce, empowering you to turn AI interactions into instant sales. Adopt UCP to enable agentic actions on Google AI Mode and Gemini, starting with direct buying.

[Read the documentation](#)[Join the waitlist](#)

Why implement UCP on



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Sequences shortened and results for illustrative purposes throughout. Screen images simulated.

Agentic Commerce

Curate the entire shopping journey,
from discoverability to loyalty.

Agentic Customer Service

Deliver personalized service
across all channels with AI agents.

Unlock more value with
Google Partners.

Powering retail's future together

adyen

Nayax



Seenapse



Search for articles...

All Collections > Perplexity Pro and Max > What is Instant Buy?

What is Instant Buy?

Instant Buy lets U.S.-based users search for and purchase products from a wide range of merchants directly on Perplexity with a seamless checkout workflow. All orders are fulfilled directly by the merchant and payment is sent securely to the merchant.



Written by Perplexity Support
Updated over a month ago

General Information

Why use Instant Buy?

- **Search Naturally:** Perplexity understands natural, open-ended questions and finds exactly what you're looking for.
- **Comprehensive research:** Perplexity analyzes product reviews across multiple sites and filters for the best products, so you can make an informed decision before buying anything.
- **Increased productivity:** Save time by researching and purchasing items directly on Perplexity in one click instead of navigating to the merchant site and filling out your details.
- **Purchase Directly with the Merchant:** Your order is sent straight to the merchant for processing and delivery using your saved checkout details.

How does Instant Buy work?

1. **Search for a product within search** and Perplexity will respond with product cards containing the information you need to make a decision.
2. **Click 'Instant Buy'** and fill out your details. We'll save these on file, so you only need to do this once!
3. **Payment is securely sent directly to the merchant** for fulfillment, and you receive a confirmation of purchase.

General Information

Why use Instant Buy?

How does Instant Buy work?

Why are some products eligible for Instant Buy?

How do you decide which products to recommend when a user asks a question?

Are product listings sponsored?

Eligibility & Access

Who can use Instant Buy?

Do I need to enable Pro Search for Instant Buy?

How do I get started?

Where can I see my purchase history?

Who do I contact about product-specific questions?

Buy in ChatGPT: Instant payment and Agentic Commerce Protocol

We are taking our first steps towards agentic commerce in ChatGPT, with new ways for people, AI agents and businesses to collaborate together in the purchasing process.



Dinnerware Set by BlancPottery

Place Setting

Pasta bowl



BlancPottery
Free shipping, 30-day returns
[Instant checkout](#)

75.00

Buy

Why you m

Demander à ChatGPT



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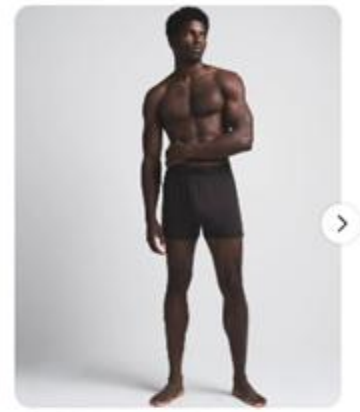
Here are some great SKIMS options for men's boxer-style underwear — perfect if you want that soft, cozy fit with a premium feel from the Kim Kardashian-founded brand: [SKIMS](#)



Men's Skims Stretch Knit Boxer
20,00 \$US • SKIMS + autres



Men's SKIMS 3-Pack Knit Boxer
52,00 \$US • SKIMS + autres



SKIMS Cotton Knit Boxer
18,00 \$US • SKIMS + autres

SKIMS Boxer-Style Picks

- [Men's Skims Stretch Knit Boxer](#) – Loose knit boxer with four-way stretch and functional fly — great everyday comfort.
- [Men's SKIMS 3-Pack Knit Boxer](#) – Three pack of comfy knit boxers with logo waistband, perfect if you want multiple pairs at once.
- [SKIMS Cotton Knit Boxer](#) – Soft breathable cotton knit boxer with functional fly; excellent budget pick.

Boxer Brief Alternatives (more fitted but still comfy)

These aren't traditional loose boxers, but they have that boxer feel with support — a very popular SKIMS choice:

- [SKIMS Cotton 5" Boxer Brief 3-Pack](#) – Classic cotton boxer briefs with mid-length leg (5").
- [SKIMS Cotton 3" Boxer Brief 3-Pack](#) – Slightly shorter (3") for everyday wear.
- [SKIMS Stretch 3" Boxer Brief 3-Pack](#) – Stretchy, modal blend that hugs the body and stays comfortable.
- [Men's Skims Stretch 5" Boxer Brief 5-Pack](#) – Extra value pack with stretch boxer briefs if you want *more pairs*.
- [Men's Skims 3-Pack Knit Boxer Multi](#) – Another multipack knit boxer option with subtle color variety.

Ask anything

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Men's Boxer Shorts Buying

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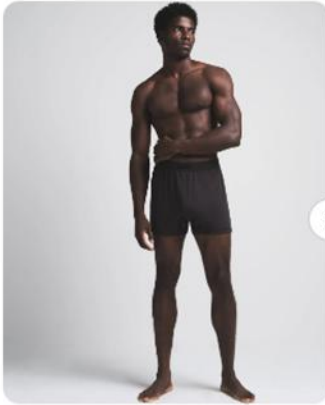
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SKIMS COTTON MENS KNIT BOXER | ONYX

Color

Onyx

Size • XS

XS

S

XL

2X

3X

4X

5X

SKIMS

Instant checkout

\$18.00

Buy

E Editorialist

En stock en ligne, Livraison d'ici jeu, 10 \$US

18,00 \$US

Visit

Lyst

En stock en ligne, Livraison, 7 \$US

18,00 \$US

Visit

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Here are some great SKIMS options for men's boxer-style underwear — perfect if you want that soft, cozy fit with a premium feel from

SKIMS

SKIMS COTTON MENS KNIT BOXER | ONYX

Onyx • S

1

+

Link

**** 4150

The Flat NYC

25 West 24 Street, for Matthieu Jolly, New York, NY

Standard Shipping

\$7.00

Subtotal

\$18.00

Shipping

\$7.00

Estimated tax

\$0.00

Pay Skims

Total with estimated tax

\$25.00

Pay SKIMS

By continuing, you agree to SKIMS's [terms](#) and [privacy policy](#). For more information on this product from the seller, including warnings, disclaimers, and return policies, [see here](#). You are ordering directly from SKIMS. OpenAI does not process your order, collect payment, or handle fulfillment.

Men's Skims Stretch Knit Bo

20.00 \$US • SKIMS • autres

SKIMS Boxer-Style

Men's Skims Stretch

everyday comfort.

Men's SKIMS 3-Pack

want multiple pairs a

SKIMS Cotton Knit B

Boxer Brief Alterna

These aren't traditional lo

SKIMS Cotton 5" Bo

SKIMS Cotton 3" Bo

SKIMS Stretch 3" Bo

Men's Skims Stretch

pairs.

Men's Skims 3-Pack Knit Boxer Multi – Another multipack knit boxer option with subtle color variety.

SKIMS COTTON MENS KNIT BOXER | ONYX

Color

Onyx

Size • S

XS

S

XL

2X

3X

4X

5X

SKIMS

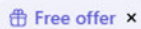
Instant checkout

\$18.00

Buy

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ChatGPT 

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 **Notes Before You Buy**

- SKIMS' men's underwear tends toward **boxer briefs and knit boxers** rather than extremely loose traditional boxers — designed for both comfort and everyday wear. 
- Some pieces sell out quickly and restock sporadically, so sizing availability can vary. 

Would you like recommendations **sorted by price** (e.g., under \$50 vs. premium picks)?

 Purchase complete



SKIMS COTTON MENS KNIT BOXER | ONYX

Onyx • S

Quantity: 1

Sold by	Skims
Paid Skims	\$25.00
Skims order #	VLA1MULIG

View details

 Skims confirmed your order! Your order number is VLA1MULIG. You'll get a confirmation email from SKIMS soon. If you have questions, follow up with SKIMS directly. You can view your order details anytime in Settings.

     ...

 Ask anything





SKIMS COTTON MENS KNIT BOXER | ONYX

Color

Onyx

Size • S

XS

S

XL

2X

3X

4X

5X

 SKIMS

\$18.00

Buy

 [Instant checkout](#)

D'après 3 e-mails ▾ Correct ?

dim. 11 janv. 05:46 (il y a 5 jours) ☆ ↩ ⋮

Order SB29103788

Hi The, your order has been received. Please expect a processing time of 1-2 business days for orders placed with standard shipping. We appreciate your patience.

You will receive a confirmation e-mail once your order has been shipped.

go to skirts.com



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**Digital
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**Social
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**Agentic
Commerce?**



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Men's Boxer Shorts Buying

ChatGPT

Free offer

Share

Add people

I'd like to buy a pair of men's boxer shorts.

Here are some great men's boxer shorts you can consider buying — from classic everyday pairs to comfy multipacks and fun styles:



Old Navy Men's 3-Pack Soft-Washed Boxer Shorts

20,99 \$US • Old Navy + autres



Old Navy Men's Printed Boxer Shorts

8,39 \$US • Old Navy + autres



AE Men's Striped Poplin Pocket Boxer Short

22,45 \$US • American Eagle Outfitter...

Everyday Comfort & Value

Old Navy Men's 3-Pack Soft-Washed Boxer Shorts

— Excellent basic set with soft fabric and strong reviews — great for daily wear.

Old Navy Men's Printed Boxer Shorts

— Single printed pairs if you want something casual and fun.

AE Men's Striped Poplin Pocket Boxer Short

— Classic cotton with a relaxed fit and pocket detail.

Classic & Stylish Options

AEO Hommes Boxer Stretch 3-Pack

— Soft poplin with stretch and great overall comfort.

Polo Ralph Lauren Men's Woven Boxers

— A slightly more premium classic look.

Multipacks (Best Value)

Men H&M Blue/checked 5-pack Woven Cotton Boxer Shorts

— A five-pack of reliable everyday boxers.

Hanes Men's Ultimate 5pk. Tartan Boxers

— A budget-friendly multipack with classic prints.



Old Navy Men's Printed Boxer Shorts

Old Navy

8,39 \$US

Visit

DoorDash - Old Navy

11,99 \$US

Visit

Poshmark

9,00 \$US

Visit





Hey ChatGPT, what do you see?



Seenapse



Google Lens
20B+ visual searches
every month

Google NRF



Seenapse

Built for  shopify

AI search fine-tuned for ecommerce

Track and grow your AI revenue down to
the SKU level with **ChatGPT** 

[Book a demo](#)

Brand level		Category level		Product level			
Products		AI visibility		Optimization		Status	
	Lightweight Backpack	Strong		Add FAQ page		Completed	
	Leather Tote Bag	Adequate		Add spec table		Completed	
	Weekender Bag	Weak		Define sustainability angle		Completed	
Optimize				Add "everyday carry" use case		Not started	
				Add "weekend getaway" use case		Not started	

ACO

GEO

ChatGPT -

Great — here are 5 beauty advent calendars (plus a few extras) that I think are especially good for a teenage girl, plus why they're good picks. (And I'll mix in different price points + product variety.)

TONYMOLY x Squishmallows 7-Day Skincare
\$25.00 - Nordstrom Rack + others

Sephora Collection 24-Day Calendar
\$55.00 - Kohl's + others

Macy's 25 Days of Beauty Calendar
\$99.00 - Macy's + others

TONYMOLY x Squishmallows 7-Day Skincare

Nordstrom Rack
In stock online and nearby. Free delivery between Tue - Sat on orders \$50+ **\$25.00** [Visit](#)

Uta Beauty
In stock online and nearby. Same day delivery \$8.95 **\$25.00** [Visit](#)

Macy's
In stock online. Delivery \$10.00 **\$25.00** [Visit](#)

Here are some top picks + why they could be great for a teen:

- Top Picks for Teen Beauty Advent Calendars
- TONYMOLY x Squishmallows 7-Day Skincare Calendar
 - Super cute and playful — includes sheet masks, lip balm, a Squishmallow keychain, and a plush

ChatGPT -

What to Look for When Choosing a Beauty Advent Calendar

- Product Mix (Skincare vs. Makeup vs. Body)**
 - Decide what kind of products she actually uses or would like to try: skincare-heavy calendars (like masks, serums, moisturizers), makeup-heavy ones (lipsticks, eyeshadows), or a mix. More About >
 - A balanced mix can be good if she's still discovering her style, while a very focused calendar is better if she already knows what she loves.
- Full-Size vs. Mini Products**
 - Check how many of the items are full-size versus mini. Full-size items often give more real value, while minis are fun for sampling. More About >
 - Too many tiny samples may feel underwhelming — make sure the calendar is worth the price in terms of what she'll actually use.
- Value**
 - Compare the calendar's price to the (advertised) total value of the products inside. But be skeptical: "value" can be inflated if many items are minis. More About >



www.retailgentic.com

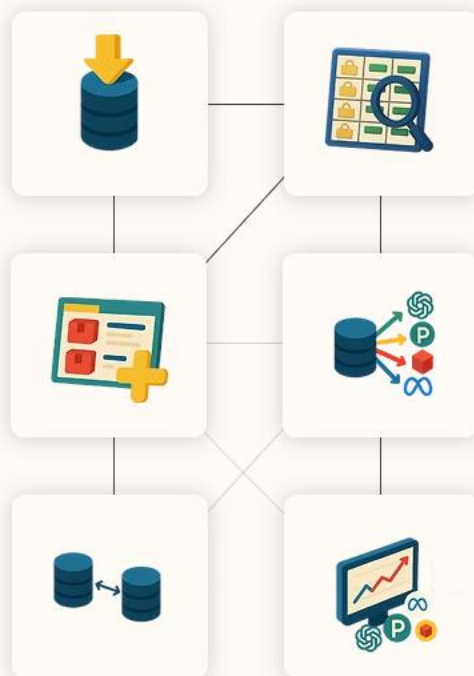


Seenapse



ReFiBuy doesn't just prepare your catalog. We make sure your products win on the GenAI digital shelf.

ReFiBuy gives a full 360° view with measurable and actionable results.



Evaluate

We show you exactly how AI shopping engines see your products, auditing PDPs and catalog data per SKU, flagging AI blockers, and surfacing missing attributes. The result: a prioritized scorecard of fixes.

Generate & Enrich

Our agents fill gaps and upgrade content. From dimensions and materials to titles and descriptions, we create GenAI-ready attributes and richer copy that **improves both shopper experience and GenAI ranking.**

Monitor

We continuously track how your products appear on the GenAI shelf. By querying LLM engines with real shopper prompts, we show visibility, accuracy, and share of shelf backed by screenshots and actionable receipts.

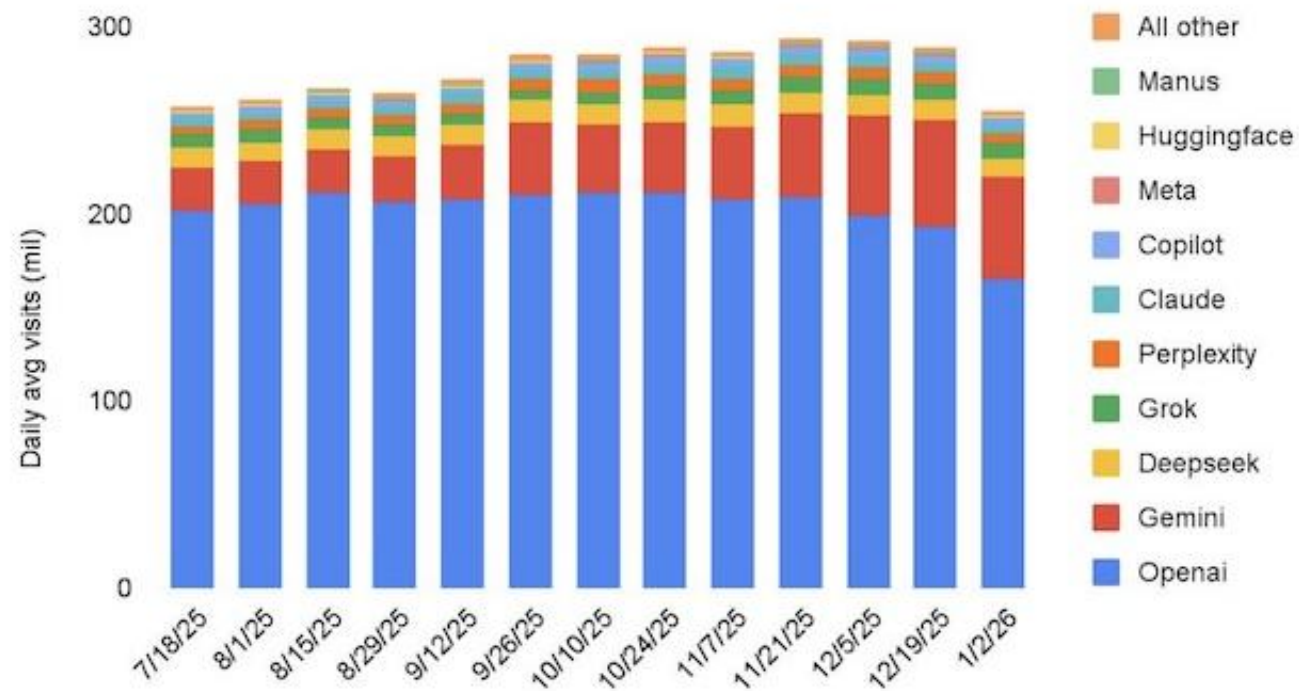
Closed-Loop Optimization

Every finding flows back into Evaluate, ensuring **your catalog keeps improving** until your products consistently own the product card.

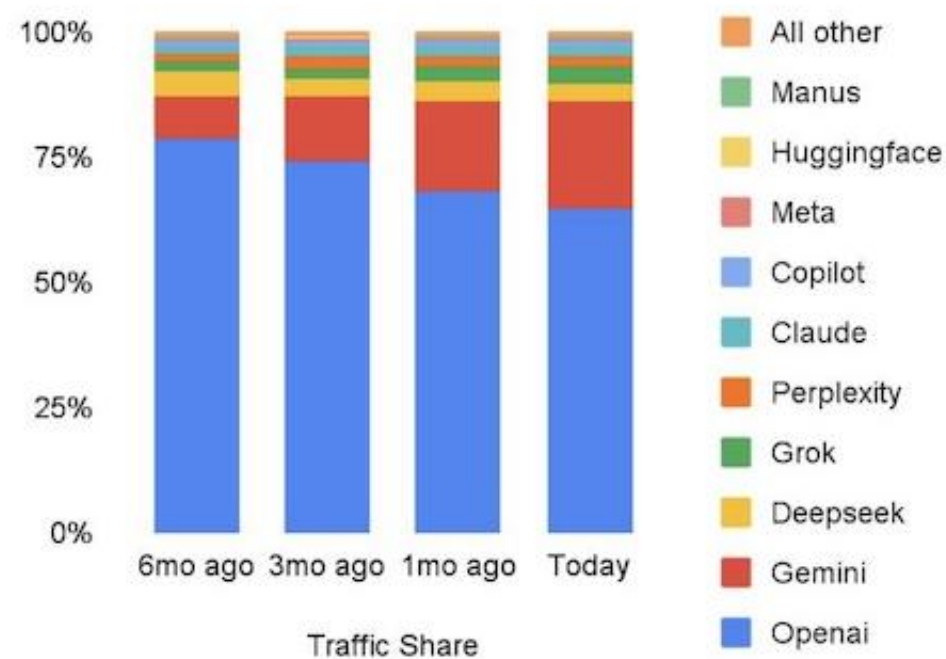
[Book a Demo](#)



General AI Tools Traffic



General AI Traffic Share





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AI is reaching a stage where everyone can have a super personal assistant capable of helping them learn and accomplish almost any task. Access to this level of intelligence will determine whether AI expands opportunities or reinforces existing inequalities.

We have been working for a long time to make powerful AI accessible to everyone through the free version of our product and our low-cost subscription plan, ChatGPT Go, launched in 171 countries since August 2025. Today, We are rolling out ChatGPT Go worldwide, offering extended access to messaging, image creation, file uploads and storage for £8 per month. In the coming weeks, we also plan to start testing advertising in the United States for the Free and Go plans, so that more people can benefit from our tools with higher usage limits. Pro and Enterprise subscriptions, on the other hand, will not include advertising.

Users trust ChatGPT with many important and personal tasks, so as we introduce advertising, it is essential that we preserve what makes ChatGPT valuable. You can rest assured that ChatGPT's responses are always guided by what is most useful, and never by advertising interests. Your data and conversations remain protected and are never sold to advertisers. This means maintaining high standards and giving you control over your experience, so you only see relevant, high-quality ads, with the option to turn off ad personalisation.

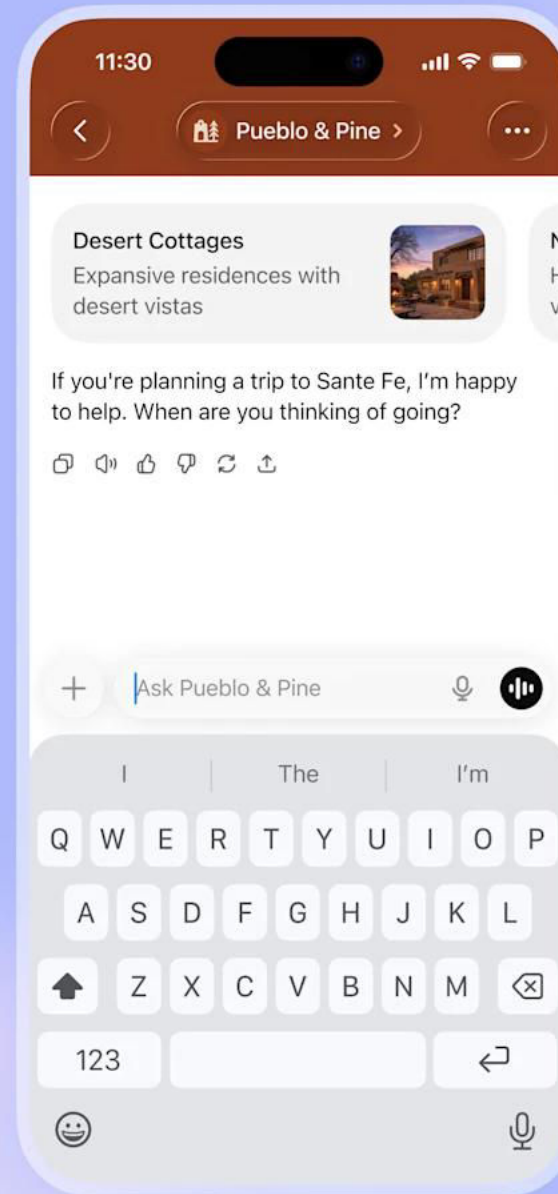
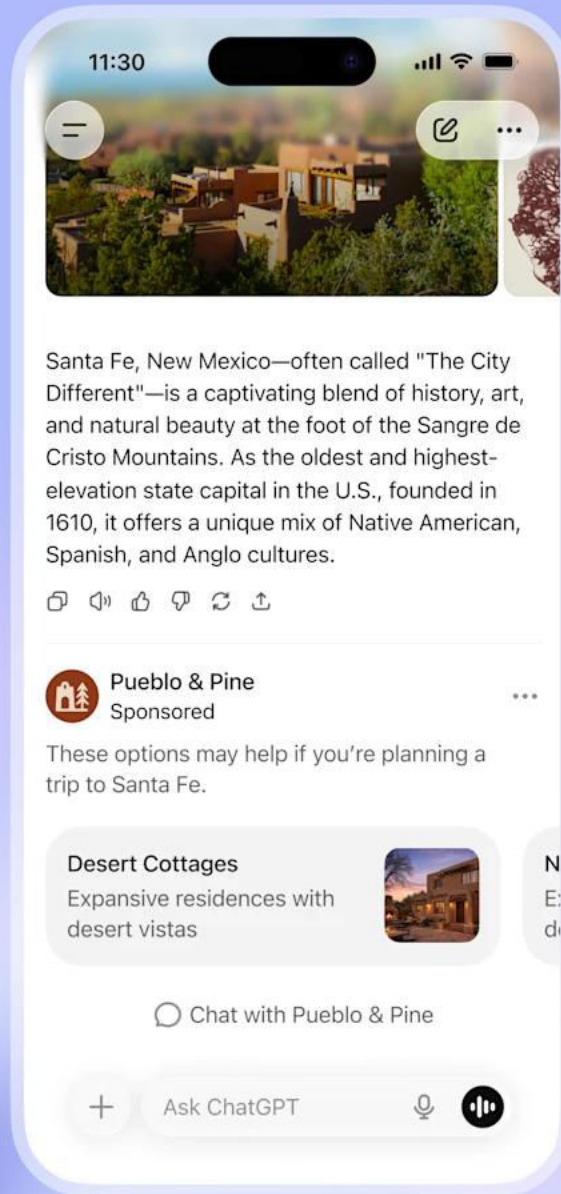
That is why we want to be transparent about the principles that guide our approach to advertising:

We are not yet launching advertising, but we plan to begin testing in the coming weeks for users over the age of 18 in the United States on the free and Go plans. Initially, these tests will focus on ads at the bottom of ChatGPT responses when there is a relevant sponsored product or service related to your current conversation. Ads will be clearly identified and separated from the main response. You will be able to learn more about why you are seeing this advert, or hide an advert at any time and tell us why. As part of this testing phase, we are focusing on showing adverts to users over the age of 18, and adverts will not be shown in connection with sensitive or regulated topics such as health (including mental health) or politics.

Here is an overview of the initial advertising principles:



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As ChatGPT introduces ads, Google says it has no such plans for Gemini

ETtech • Last Updated: Jan 19, 2026, 02:10:16 PM IST

Preferred on G

FOLLOW US SHARE FONT SIZE SAVE PRINT COMMENT

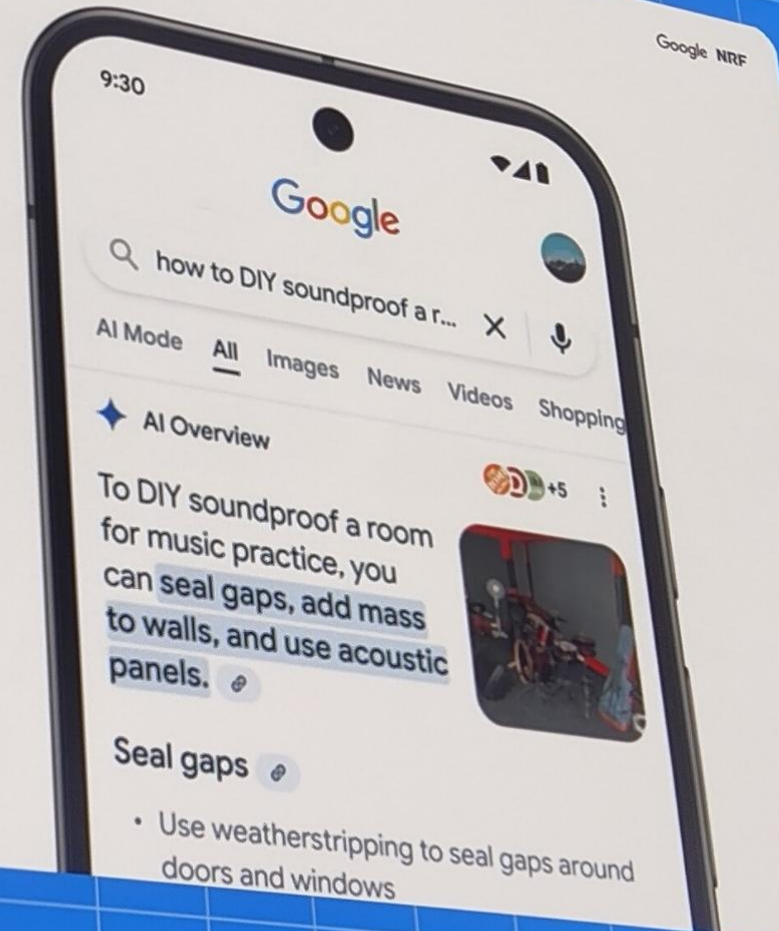
Synopsis

Senior Google executive Taylor noted that Gemini and search are "complementary tools with different roles." Search, he said, helps users discover new information that "can include commercial interests like new products or services", while "Gemini is your AI assistant" focussed on helping users "create, analyse, and complete" tasks.



◆ AI Overviews

2B+
users



Seenapse



Logicbroker
STAGE



Seenapse

NRF '26 RETAIL'S BIG SHOW





plans to launch a new experience that combines Google Gemini's intelligence with Walmart and Sam's Club's unmatched assortment, prices and convenience for a more intuitive, reliable and seamlessly integrated shopping experience. This new experience, developed by Walmart and accessible directly from Gemini via the Universal Commerce Protocol (UCP), will be available on the Gemini network. — addresses several key customer needs:

- **Quality items at unbeatable prices:** Gemini automatically integrates Walmart and Sam's Club products, available in-store and online, when relevant. For example, if a customer asks for advice on camping equipment for the spring, Gemini will suggest items from these retailers' extensive catalogues. Interactive exchanges with Gemini create multiple opportunities to present relevant products and services throughout the conversation.
- **Personalisation and familiarity:** When customers discover items on Gemini, Walmart guides them from inspiration to purchase with a seamless and reliable experience, all within the familiar Walmart and Sam's Club environment they know and love. By linking their accounts, customers can receive recommendations for complementary items based on their previous online and in-store purchases, combine their order with other items added to their Walmart or Sam's Club baskets, and enjoy all the benefits of their Walmart+ membership. and a34>[Sam's Club memberships](#).
- **Fast delivery:** Customers and members can have items available in stores and clubs delivered wherever and whenever they want, with hundreds of thousands of locally selected products delivered in less than three hours and even in as little as 30 minutes.

"The shift from traditional web or mobile search to agent-driven commerce is the next big revolution in retail. We're not just watching this evolution, we're driving it," said John Furner, President and Chief Executive Officer of Walmart US and future President and Chief Executive Officer of Walmart Inc. " We want to help our customers find what they need and want, when and where they want it. This partnership with Google, which integrates the Walmart experience directly into Gemini, is another step towards creating seamless shopping experiences that are more intuitive and personalised than ever for our customers and members."

"AI can enhance every step of the customer journey, from discovery to delivery. Walmart is







High Rise Stride
Cuffed Wide-Leg
Jeans

GAP

Add to Cart

Viral



'90s Loose Jeans

GAP

Add to Cart

Trending



AE Dreamy Drape
Strigid Low-Rise
Ultra Wide-Leg Jean

American Eagle

Add to Cart

Emerging



AE Baggy A-Line Fit
Jean

American Eagle

Add to Cart

Viral



High Rise Barrel
Jeans

GAP

Add to Cart

Emerging



Low Rise '90s Loose
Jeans

GAP

Add to Cart

Trending



AE Stretch
Patchwork Low-
Rise Ultra Wide-Le...

American Eagle

Add to Cart

Emerging



AE EasyFlex Loose
Jean

American Eagle

Add to Cart

Viral



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ShopSight



Design



Photoshoot



Bulk Process



Tech Pack

A woman with straight hair in a photoshoot studio wearing A dress Its construction features gathered, ruffled cap sleeves and a dramatic, defined by ruffled edges. The neckline is round. The skirt, a slim, column silhouette, is crafted from a floral burnout or devoré fabric, creating a dual texture of a sheer ground against a raised, matte pattern of interlocking clover motifs.

+AI Assistant

380/2500

Do you need help on prompting?

Training

Reference Image Inspiration

Reference Fabric

Sketch & Pose

9:16

- 4 +

Create

HISTORY

01.11.2026 17:05



01.11.2026 17:03



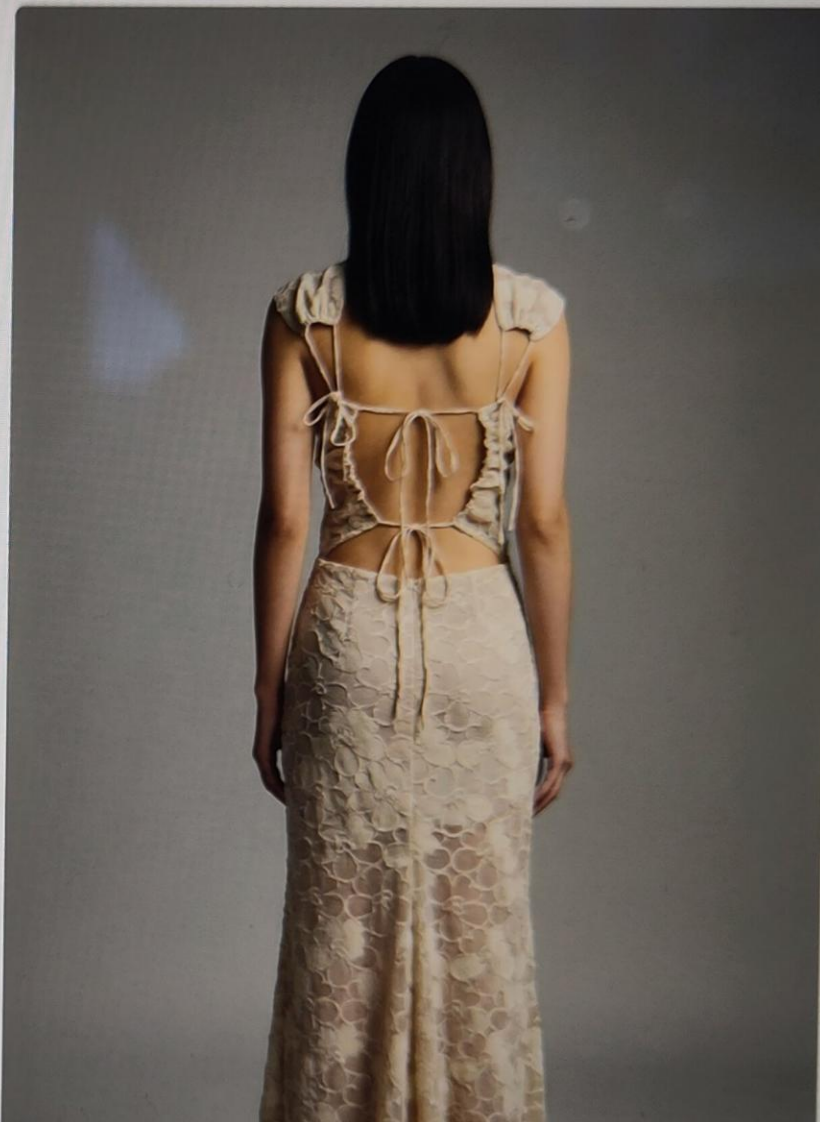
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01.10.2026 14:41



01.10.2026 14:35



Seenapse

refabric

Hi, I'm *athena*.

Fashion's first AI go-to-market assistant, helping teams focus on product over process.

[Book a demo](#)



On-site Optimization & Personalization



Seamless integration for personalization

Easily integrate across website, email, and social to personalize imagery across every touchpoint.

Improved engagement and conversion

Consumers respond better to visual content when models align with their identity, driving conversion lift.

1-Click Publishing

Enable new visuals to go live across all channels with a single click.



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Flock

WANT 30% OFF SITEWIDE? [JOIN NOW](#)

alo

[WOMEN](#) [MEN](#) [SHOES](#) [ACCESSORIES](#)



Model is 5'10" wearing XS

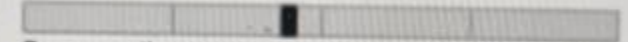
3" High-Waist Airlift Short

\$84 | ★★★★★ (828) [Review Summary](#)

or 4 install

SIZE & FIT AVERAGE

Fit:



REVIEW HIGHLIGHTS

Customers like the versatility of the dress. They say it's a great choice for events such as a fall wedding or a girls night out. They are also satisfied with the quality, appearance, and comfort.

[VIEW ALL REVIEWS](#)

[ADD TO BAG](#)

[ADD TO WISHLIST](#)

Limited Time: Free Same-Day Delivery—see at checkout, U.S. only



Seenapse

spur

META x manus



Natalie

Bob

Sophie

Natalie sets category strategies, identifies opportunities, runs complex negotiations, negotiates multi-supplier strategies, and secures optimal outcomes, guided by simulation, machine learning, and market intelligence.



Category Strategy +
Negotiation Expert

 WHAT KAPTIZE AI DELIVERS

KaptizeAI transforms learning into an adaptive knowledge and support experience.



Role-based, adaptive learning paths that reduce onboarding time by up to 60%.



Automated compliance, audit, and certification-aligned learning modules.



Connect learning with performance for smarter, faster transformation.



Proactive, goal-driven support across systems without human intervention.



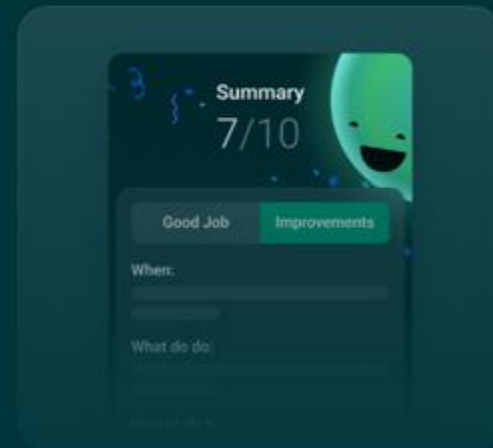
Seenapse



How FrontlineQ transforms sales?

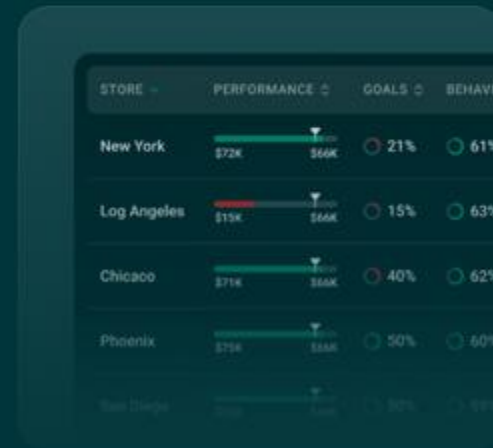
AI skill development

Sales teams combine real conversation feedback with scalable role-play training, giving them continuous insight into their performance.

[Learn more](#)

Structured coaching

Managers drive accountability with structured goal-setting, scalable training, & progress tracking that turns daily coaching into consistent gains.

[Learn more](#)

Performance intelligence

Know who needs to be coached, who deserves to be celebrated, and where your team needs focus; before performance slips.

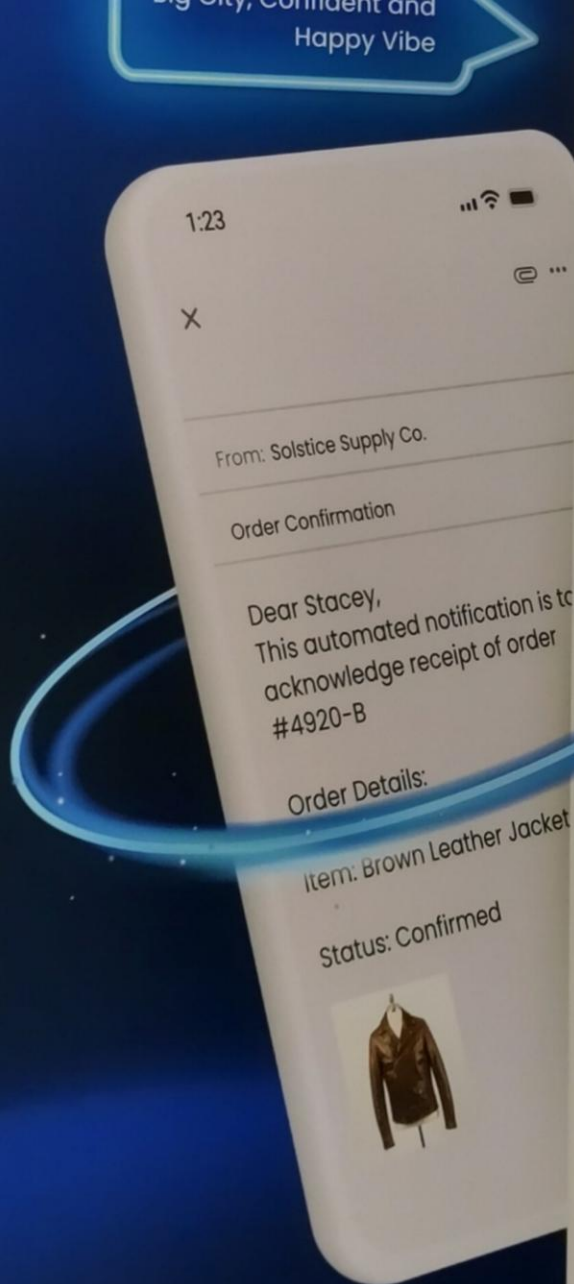
[Learn more](#)





Marketing

Visuals Interaction



Your Order is
Confirmed, Stacey.
Your new leather jacket is on its way.



Prevent Loss
Targeted, item-level
intervention



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emaze.ai

Backed by  Combinator

Personalize your discounts with AI

Target your most price-sensitive shoppers using powerful AI & custom targeting logic

[Book a Demo](#)[Contact Us](#)



Under-Eye Moisturizer

★★★★★ 2,103 reviews

\$27.99 ~~\$34.99~~

Flash sale just for you!

An advanced age-supporting serum with additional antioxidant support.

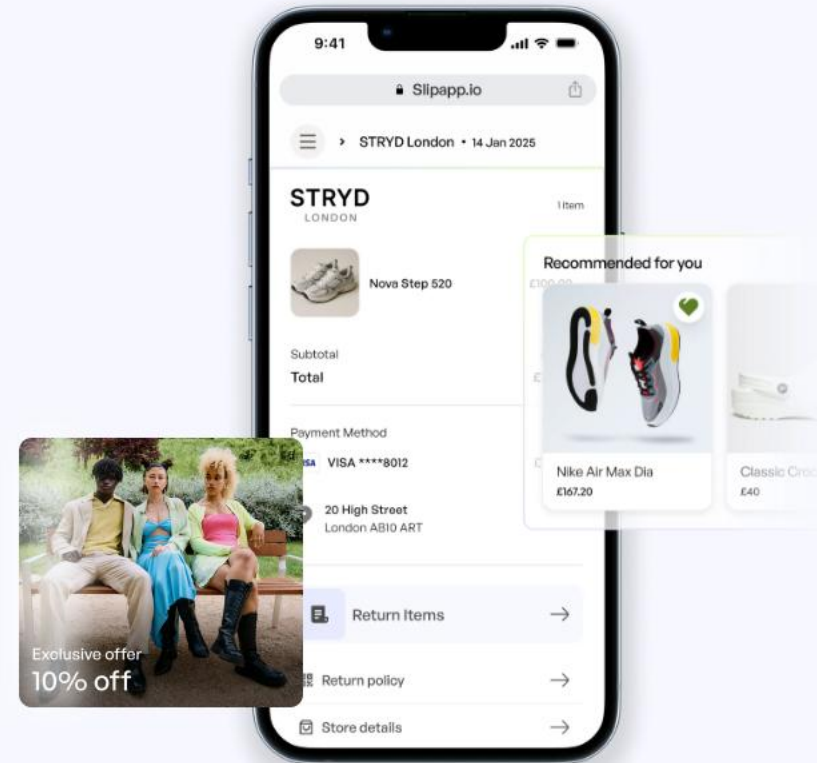
- 1 +

Add to Cart

Turn your receipt into a powerful customer engagement tool

Slip transforms digital receipts into marketing touch-points, so every transaction becomes a chance to connect, learn, and grow loyalty.

Explore how



Trusted by world class retailers



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Slip.

ID Group



BEYOND RETRO

ALDO

ATHENA
STUDIO

emaze.ai

Flock

frontline iq

gain

* glara

KaptizeAI

Promi

refabric

ReFiBuy

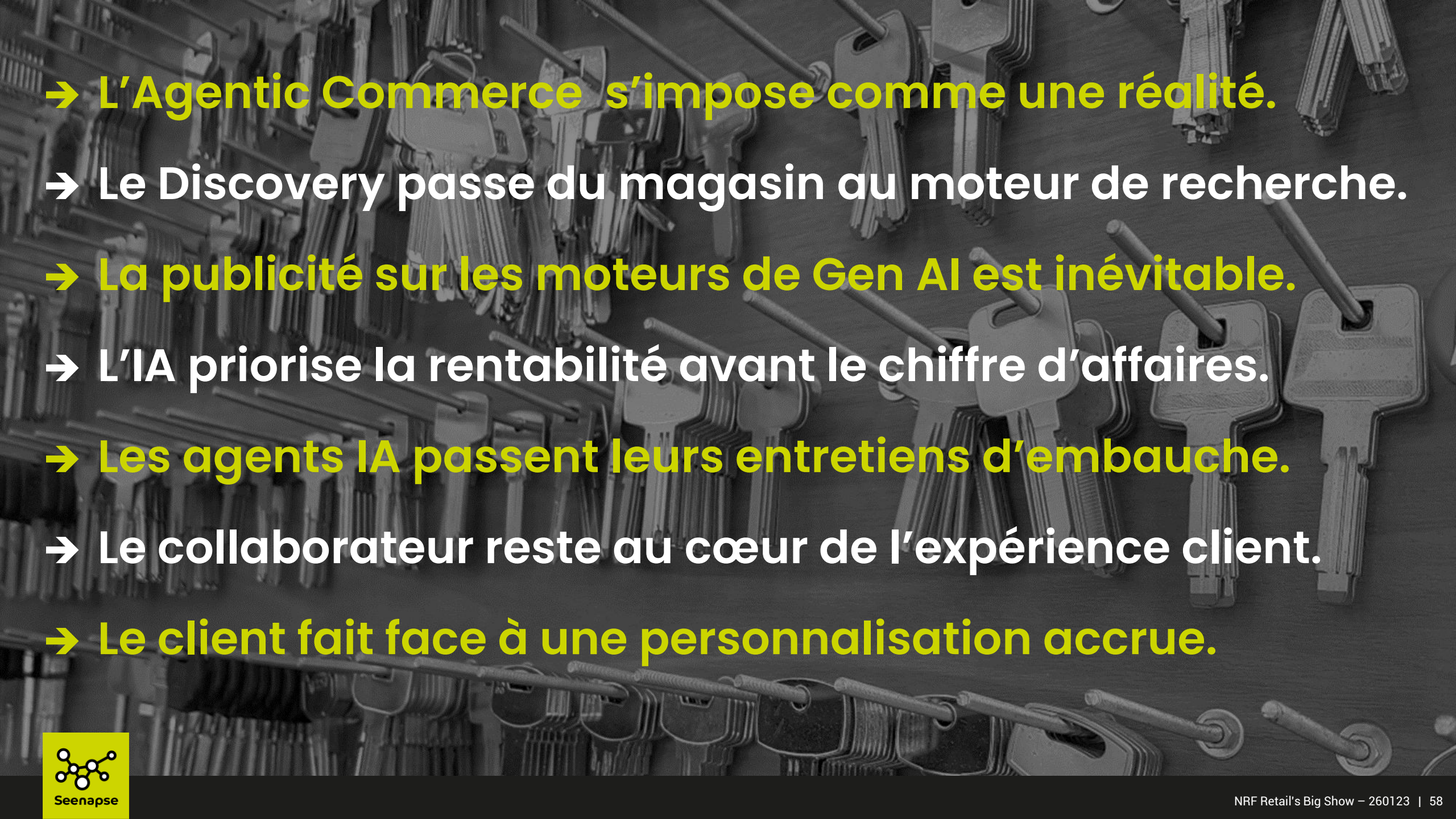
ShopSight

Slip.

spur



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- 
- L'Agentic Commerce s'impose comme une réalité.
 - Le Discovery passe du magasin au moteur de recherche.
 - La publicité sur les moteurs de Gen AI est inévitable.
 - L'IA priorise la rentabilité avant le chiffre d'affaires.
 - Les agents IA passent leurs entretiens d'embauche.
 - Le collaborateur reste au cœur de l'expérience client.
 - Le client fait face à une personnalisation accrue.





NRF[®]'27 RETAIL'S BIG SHOW

SAVE THE DATE | JANUARY 10-12, 2027



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NRF[®] '26 RETAIL'S
BIG SHOW
EUROPE

15 - 17 SEPTEMBER 2026 | PARIS

LEARN MORE
nrfbigshoweurope.com



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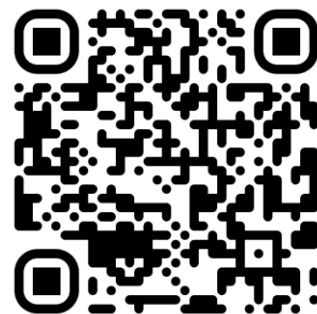
**webinaire
New York**

vendredi 6 février



**webinaire
Veille**

vendredi 20 février



**floor tour
EuroShop**

mercredi 25 février

+33 680105711
matthieu@seenapse.fr

**store tour
Düsseldorf
& Cologne**

jeudi 26 février

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**webinaire
EuroShop**

vendredi 6 mars



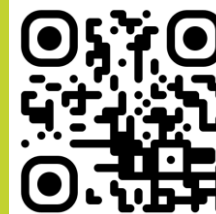
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