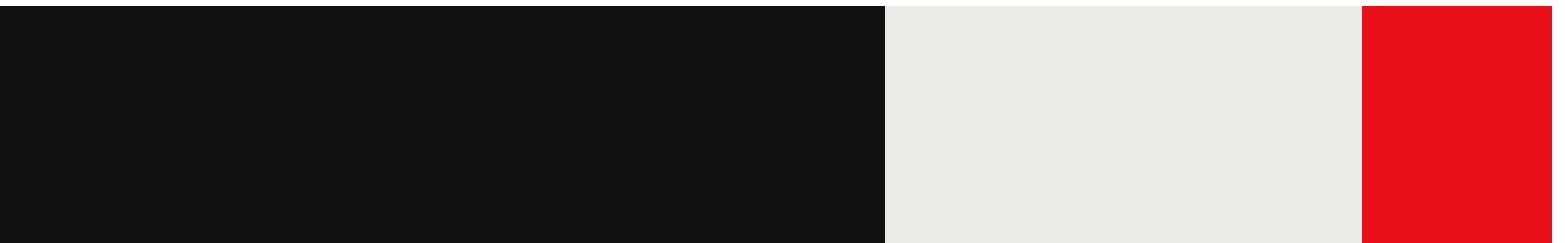


# Reimagining Retail: The Unofficial Most Interesting Retailers List (February 2025)

Audio



On today's podcast episode, we discuss the unofficial list of the most interesting retailers for the month of February. Each month, our analysts Arielle Feger, Becky Schilling, and Sara

Lebow (aka The Committee) put together a very unofficial list of the top eight retailers they're watching based on which are making the most interesting moves: Who's launching new initiatives? Which partnerships are moving the needle? Which standout marketing campaigns are being created? In this month's episode, Committee members Analyst Arielle Feger and Senior Analyst Sara Lebow will defend their list against Vice President Suzy Davidkhanian and Senior Analyst Blake Droesch, who will dispute the power rankings by attempting to move retailers up, down, on, or off the list.

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## Episode Transcript:

Sara Lebow (00:00):

Closing the intelligence gap between data and insights is the key to transforming marketing from a cost center into an engine for growth. But where do you start? Find the answer in Zeta Global's latest playbook, driving growth in the AI era. Download today at the link in our show notes.

(00:18):

Hello, listeners. Today is Wednesday, February 26th. Welcome to Behind the Numbers Reimagining Retail, an EMARKETER podcast made possible by Zeta Global. This is the show where we talk about how retail collides with every part of our lives. I'm your host, Sara Lebow. Today's episode topic is our "February Unofficial Most Interesting Retailers of the Month List". We should really make that shorter, but we won't. Joining me in the studio, we're all in studio today, rare episode. Joining me is a first up, Arielle Feger. Hey, Arielle.

Arielle Feger (00:57):

Hi. Thrilled to be here.

Sara Lebow (00:59):

Thrilled to have you. Also with us, another analyst, it's Blake Droesch. Hey, Blake.

Blake Droesch (01:04):

Hey, everybody. Good to be here.

Sara Lebow (01:06):

And also in the room with us is our analyst, Suzy Davidkhanian.

Suzy Davidkhanian (01:11):

Thanks for having me.

Sara Lebow (01:12):

Thank you for being here.

(01:14):

Okay, let's jump into our "Most Interesting Retailers of the Month List." Arielle and I, we are the committee. We'll present our list in the first half of this episode. In the second half, Blake and Suzy will have the opportunity to edit our list. So here is our list.

(01:35):

At number eight, we have Amazon. Amazon is opening a brick-and-mortar beauty store in Italy, and it's also testing, linking to external brands that are not available on its site, from its

site. So it's a clear ad play for Amazon.

Arielle Feger (01:50):

Yeah, Amazon seems to be doubling down. I mean, seems to be doubling down is kind of an understatement really on ads. It's making it clear they want that ad revenue more than they want to sell that product. So I think it's a pretty interesting play.

Sara Lebow (02:06):

Yeah. At a minimum, it shows how important Amazon's ad business is to it.

Suzy Davidkhanian (02:10):

Can we also talk about how Amazon is going to partner with Saks to have more luxury coming into their website fold, which I think is pretty cool.

Sara Lebow (02:18):

I haven't heard about this. They're putting Saks products on the website?

Suzy Davidkhanian (02:21):

What I understood from a very quick glance is that it's going to have their products available, like it's creating a...

Sara Lebow (02:27):

They're opening a shop on Amazon.

Suzy Davidkhanian (02:28):

Yeah.

Sara Lebow (02:28):

Okay.

Arielle Feger (02:29):

Yeah, that's a pretty interesting move considering I think a lot of luxury brands, maybe not a lot, but certain luxury brands are a little hesitant to add their items to Amazon. So this is kind of a...

Suzy Davidkhanian (02:42):

And it's a stamp of approval that's coming from Saks and Neiman.

Sara Lebow (02:45):

Okay. Number seven, we have Reformation. Reformation is in here for an ad campaign, which we usually try to avoid, just they're not always interesting, but this one caught our eye. They debuted a sexy ad featuring SNL star, Pete Davidson, depending on your concept of sexy. The ad was just in time for the SNL50 event that took place this month. All, felt like all over the city, although I guess it was just around 30 Rock. Yeah, this one caught my eye out of Penn Station. It was a giant shirtless Pete Davidson billboard. He appears to have all of his tattoos removed.

Suzy Davidkhanian (03:19):

For real?

Arielle Feger (03:20):

Yeah.

Sara Lebow (03:21):

He looked that way on the board and he looked that way on the SNL50.

Suzy Davidkhanian (03:23):

It was an AI?

Arielle Feger (03:25):

No, I'm pretty sure he got all of his tattoos removed.

Sara Lebow (03:26):

No, because you could see the scar.

Arielle Feger (03:28):

Yeah.

Suzy Davidkhanian (03:28):

Wow. That's a big endeavor.

Arielle Feger (03:29):

I think the timing is just great with the SNL50 thing. I think the tattoo removal is like nice like, "Is that really," like you said, it's AI?

Suzy Davidkhanian (03:29):

Yeah. It's earned media for the out-of-home.

Arielle Feger (03:40):

So I think it's just a fun campaign.

Suzy Davidkhanian (03:42):

But what was the tie into Reformation? Do people even, will they remember? Do we even know what... I mean, we do, but do people even know who Reformation is and what they sell?

Arielle Feger (03:50):

I think the population they want to know them, knows them.

Sara Lebow (03:54):

Well, it is hard to gauge if this is interesting outside of New York City, because in New York City and around where these ads, these out-of-home ads are, there are definitely people who know who Pete Davidson is and who Reformation is, and where to find Reformation and that SNL50 is happening. I don't know if all of these things are as big a deal outside of the city.

Arielle Feger (04:12):

Yeah, fair.

Sara Lebow (04:14):

Okay, number six. Coca-Cola. Arielle, what are they up to?

Arielle Feger (04:17):

So they have launched a competitor to Poppi and Olipop. The prebiotic soda is called Simply Pop. It's a nod to their Simply brand, and it's going to have some fruity flavors, pineapple,



mango, lime, strawberry, fruit punch, citrus punch. I think it's an interesting move because it's like the established brand is disrupting the disruptors, and obviously there's a lot going on in that space. So I think Coke putting its name out there is important.

Sara Lebow (04:49):

Yeah, this quote-unquote "healthy soda" trend Coca-Cola is getting in on, it all feels very nineties to me. It feels like we're finding new ways to do a diet soda trend.

Suzy Davidkhanian (05:00):

But do people understand the difference between... Apparently I don't give people a lot of credit these days. Do people know the difference between prebiotic and probiotic?

Sara Lebow (05:07):

They don't know the difference.

Suzy Davidkhanian (05:08):

And it's like this is what they're...

Sara Lebow (05:11):

It's marketing. Prebiotic is nothing, right? Prebiotic is just like...

Suzy Davidkhanian (05:13):

That's the thing. I don't even understand why we're talking about prebiotic.

Sara Lebow (05:15):

Prebiotic is nothing. I think it's just like before it's biotic.

Suzy Davidkhanian (05:22):

Before bacteria in your gut?

Sara Lebow (05:24):

It's definitely a branding term.

Arielle Feger (05:25):



It's just one of those buzzwords that people see it and they're going to be like, "Oh."

Suzy Davidkhanian (05:29):

I had never heard of prebiotic until this week.

Sara Lebow (05:32):

I think it's because...

Arielle Feger (05:33):

I feel like I have, but I could also [inaudible 00:05:35].

Sara Lebow (05:35):

I have, but only in the context of these sodas. And they're just sodas. They're sodas. All right.

(05:41):

Number five, Wayfair. Arielle, tell us why.

Arielle Feger (05:45):

So Wayfair is releasing an AI-powered app called Muse, which is meant to help shoppers find inspiration for their home purchases. Honestly, it functions a lot like Pinterest. You can plug in a prompt, like dining room or Moody's 1920s style living room, and it generates photos or scenes with Wayfair products. Like I said, it's a lot like Pinterest. I don't think it's a competitor to Pinterest by any chance, but I do think it's an interesting way for Wayfair to get people thinking about their furniture in a different way. And visuals are such an important part of home design.

Sara Lebow (06:25):

This made the list because Arielle compared it to Pinterest and that caught my attention. Just having an app or a tech on its own did not seem as interesting to me, but the Pinterest comparison really did. Okay.

(06:37):

Number four, Poppi. We're back in prebiotic territory. Arielle, tell us why.

Arielle Feger (06:44):

So this is interesting in maybe a possibly, slightly negative way. So as part of its Super Bowl campaign, Poppi sent full-sized vending machines to a bunch of different influencers, and people on social media got kind of fired up about it. And what helped them also get fired up about it is that Olipop joined the voices and commented on one of the posts that, "Did you know, this vending machine costs \$25,000?" That has since been debunked, but I do think it was this fuel to the fire of this out-of-touch marketing move where people felt that influencers didn't deserve it. Someone said, "Why didn't you send this to teachers or nurses?" So I think it's just kind of one of those miss-the-mark campaigns that I think it's important to just keep your eye on.

Sara Lebow (07:39):

Yeah, Poppi paired this up with a Super Bowl campaign that had two major creators in it, Jake Shane and Alex Earl, and so that I think they were really on the right beat with. They know that their key consumer is going to know who those people are, who got huge on TikTok. But yeah, the vending machine thing, I don't know. I mean, I'm not going to criticize any brand too much, but I don't get why they would do that.

Arielle Feger (08:05):

I'm not sure one person needs an entire vending machine. They'll just say that.

Blake Droesch (08:09):

It sounds like, it's an interesting case of selective outrage though, because you consider that all of these brands are paying millions of dollars for a little bit of their time and they all just pile celebrities who are probably getting paid a lot into those ads. But I guess, it just goes to show you as a brand, sometimes you're damned if you do, damned if you don't, right?

Sara Lebow (08:30):

That's a great point. The wastefulness is another thing, but if we're just upset about the money, even if \$25,000 were real, the Super Bowl spot alone costs 8 million, and then there's how more much we're paying the creators.

Arielle Feger (08:42):

It's a very fine line that brands have to walk.

Sara Lebow (08:44):

Yeah. All right.

(08:46):

Number three, Lidl. Lidl just launched a TikTok shop pop-up in the UK selling grocery items on TikTok. It's calling this a small scale promotion and not a permanent e-commerce position. So in other words, Lidl is not selling groceries on TikTok shop forever now, and it's specifically in the UK, which is worth noting, because in the US we have the potential TikTok ban looming over us. But it was fascinating. We have not seen a grocery retailer do this yet.

Arielle Feger (09:15):

There was some data, I believe from Earnest Analytics that behind beauty and wellness, food and beverage is the second-biggest category on TikTok shop. So I mean I think it makes sense as a strategy. Does it make sense as a full on e-commerce plan? Not really, but I think it's a fun way to get some attention.

Sara Lebow (09:34):

Yeah.

Blake Droesch (09:34):

I think it's a good, yeah, I mean it's definitely not going to move the needle on their e-commerce business, but it's definitely good brand marketing if you want to reach the TikTok demographic. Why not be on there?

Sara Lebow (09:47):

Yeah. This move would be interesting in the US, obviously have the stickiness of TikTok maybe being banned, but Lidl is a brand that's been expanding in the US in competition with Aldi, and I don't think they have the name recognition in the US that they would want. So I'd be interested to see if they do something like this in the US, because if they can get some Trader Joe's style viral products going on there, then they could have people visiting Lidl's.

(10:11):

Number two, Walmart. Arielle, what's Walmart up to?

Arielle Feger (10:15):

They bought a mall. Walmart bought a mall.

Suzy Davidkhanian (10:17):

This is my favorite one on the list.

Arielle Feger (10:20):

I don't know why it's tickled me. So Walmart bought the Monroeville Mall in Pittsburgh, Pennsylvania. Fun fact, it is the site where the horror classic Dawn of the Dead was filmed. I think that's really fun.

Sara Lebow (10:34):

It is.

Arielle Feger (10:34):

Yes, it is.

Suzy Davidkhanian (10:34):

Wow.

Sara Lebow (10:34):

Wouldn't know. I've never seen a horror movie.

Arielle Feger (10:38):

Oh, yeah. But currently I think tenants include Macy's, and JCPenney's, Claire's, Victoria's Secret, your general mall retailers. But I'm really curious to see what Walmart does with this space. I think Chris Maguire of Cypress Equities who helps Walmart scout real estate said, it's going to be a retail-driven mixed-use project. So I think it's a very interesting possibility of what Walmart will bring in, what kinds of restaurants, or activities, or stores. So...

Suzy Davidkhanian (11:12):

I am so excited about this, because in Canada, Walmarts are anchor stores at the mall, but in the US, they aren't. And so it'll be interesting to see if Walmart decides that the entire composition of the mall, including how we define traffic drivers and anchor stores, will change.

And then if they'll pilot here and then move on. I'm surprised at their choice of mall because it is kind of in the middle of nowhere. A little bit, right?

Arielle Feger (11:38):

I think so, yeah.

Suzy Davidkhanian (11:40):

And it's not a... And maybe that's the point, it's not a class A sort of mall that is...

Sara Lebow (11:44):

I'm interesting if they're trying to make experiences happen, almost like the American Dream Mall in New Jersey to make it a destination. There's been nothing said that would indicate that, but that's what I'm curious about.

Blake Droesch (11:55):

Or was this just a cheap piece of real estate they needed, and they needed the space and they got it?

Suzy Davidkhanian (12:00):

Yeah. Or it's more in line with what their plans are. The Mall of America, though we love that mall or the one here in New Jersey, they're not doing well. So I think, depends on how Walmart decides to quantify this purchase as a success.

Sara Lebow (12:14):

At number one, we have Nike. Nike did a few things this month. They had one of my favorite Super Bowl ads, the one that featured a whole bunch of prominent female athletes, the one that was like, "They say you can't do it, so do it." It was really cool to see and really cool to see such prominent female athletes. Caitlin Clark was featured. By the way, do any of you know what Caitlin Clark's salary is? I just learned this in the WNBA.

Suzy Davidkhanian (12:36):

No, I do not.

Blake Droesch (12:37):

Less than a million dollars.

Suzy Davidkhanian (12:39):

Oh, it's bad, huh?

Blake Droesch (12:40):

Yeah.

Sara Lebow (12:41):

\$78,000.

Blake Droesch (12:42):

Wow.

Sara Lebow (12:43):

... is how much Caitlin Clark is being paid in the NBA this year.

Arielle Feger (12:46):

NBA pay her more.

Sara Lebow (12:47):

WNBA I mean. Anyway, so it's cool to see these historically underappreciated athletes in this ad. That was a really strong ad. And then they paired that, which we didn't realize when we saw the ad with debuting NikeSKIMS in partnership with Kim Kardashian's shapewear company as really a clear play, I think, to connect with women and be a women's brand.

Suzy Davidkhanian (13:11):

But SKIMS is the one, the one that's like shapewear. It kind of feels like a weird messaging for me.

Sara Lebow (13:18):

Yeah. It definitely started as shapewear and the Kardashians themselves are conflicting messaging there.

Arielle Feger (13:24):

Yeah, I think it's an interesting play with Kim Kardashian. She's obviously so incredibly famous, but I also think, as Suzy noted, her position is kind of controversial at times. So it is like a little bit of an interesting play.

Sara Lebow (13:43):

But so is Nike's. So...

Arielle Feger (13:44):

True. We're matching controversial with controversial.

Sara Lebow (13:48):

Okay. So our list for the first half, we've got number eight, Amazon, number seven, Reformation, number six, Coca-Cola, number five, Wayfair, number four, Poppi, number three, Lidl, number two, Walmart, and number one, Nike.

(14:05):

Now it's time for our second half where Suzy and Blake get to tell us where we went wrong. Each of them will have a chance to move a brand up or down on the rankings and to add a new company entirely. So Blake, why don't you go first and make a move?

Blake Drosch (14:20):

So I would pull Reformation from the list. I don't think that ad campaign really warrants a place on the Interesting Retailers list. I think it was already touched upon that it's probably not a super relevant campaign outside of New York City. And yes, it was tied to the SNL50 event. It also came around the same time as the Super Bowl, which I thought a lot of the advertising was reliant on. These celebrity cameos and the creativity was really lacking. And I thought that this was sort of very similar. I also think that Pete Davidson, no disrespect, his status is kind of waning a little bit.

Sara Lebow (15:08):

Wow. Shots fired.

Arielle Feger (15:10):

I disagree.



Sara Lebow (15:12):

You think Pete is in the...

Arielle Feger (15:14):

I think he's on the rebound. I think he's going all the way back up.

Blake Drosch (15:16):

No one watched his show and it got canceled and he's not on SNL anymore, so I don't really think What's he doing? No, he hasn't been on SNL in two years.

Arielle Feger (15:27):

He went to rehab, I think. So I think that's what he was doing.

Sara Lebow (15:27):

Blake's move is moving Reformation down below Amazon, because they're at seven right now.

Blake Drosch (15:33):

Okay.

Sara Lebow (15:33):

The reason we put them at seven and Amazon at eight is because I found Amazon opening this beauty store and just having more ads pretty boring for Amazon. So I agree with you, that Reformation isn't particularly exciting either, but I don't think that they should move below Amazon, because I don't think what Amazon did was exciting either.

Suzy Davidkhanian (15:54):

But Amazon having Saks as a whole shop...

Sara Lebow (15:59):

That's a good point.

Suzy Davidkhanian (15:59):

... is a pretty big deal, I think.

Sara Lebow (16:01):

Okay. Yeah. All right, I would move Reformation to eight then.

Arielle Feger (16:04):

I'm okay with moving Reformation down, even though I have a weird love for Pete Davidson.

Sara Lebow (16:09):

All right. Suzy.

Suzy Davidkhanian (16:10):

You are not alone.

Sara Lebow (16:11):

Suzy, what is your move?

Suzy Davidkhanian (16:13):

I am removing or moving down Coca-Cola. Because while I do think it's important to be cognizant of the movement in the market and to know about the adjacencies in your core business, I don't know that it's really interesting that Coca-Cola is launching a new product.

Sara Lebow (16:30):

I would argue to keep Coca-Cola where it is. I agree with you that there are definitely more interesting things happening than Coca-Cola launching a soft drink, but I think that this health-focused soda, quote-unquote "health-focused soda," and the fact that we are now seeing Coca-Cola, like the soda company launching their own, shows that they clearly see Olipop and Poppi as competitors. And I think that that is what's interesting there.

Suzy Davidkhanian (17:00):

So what I would say is, they see that everywhere you turn, soda equals very unhealthy. Ditch the Diet Coke, people don't even say Diet Pepsi. Like doctors, when you hear the news, it's almost always, "ditch the Diet Coke." Even, "Diet Cokes aren't good for you." So they definitely need to find new products that are more... And then if you think about all the Ozempic, all of the CPGs that are in the food business are looking for new snack sort of

options. Apparently yogurt is through the roof because of all of the health crazes that are going on. So I agree in that, but is it like... They're doing their job.

Sara Lebow (17:40):

Arielle, would you move them?

Arielle Feger (17:42):

I mean, I want to say no. I think it's interesting that they waited this long to do it. I think that it feels very purposeful. It wasn't just a, "Oh," scramble to kind of protect their share. It feels like it's very purposeful. So I don't know. I mean, I agree it is part of their job, but I also think that they could be doing... They have been doing a lot, so...

Sara Lebow (18:07):

Hosting this podcast is part of my job and I keep it interesting.

Arielle Feger (18:11):

There you go.

Sara Lebow (18:12):

I'm keeping Coca-Cola where it is, more than anything, because the two brands below it are Amazon and Reformation, and I don't think that what they did is more interesting than Coca-Cola. But I agree with your take. Okay, now it is time for our wildcard where you can both add a new company to the list. So Suzy, what is your wildcard and where are you putting it?

Suzy Davidkhanian (18:34):

So I would like to start by saying, I am not advocating for this brand, nor am I a staunch follower. However, I do think it's very clever that Meghan Markle, who is working and has been working with Netflix for a while now, and who is always riding these ups and downs of waves, tried to launch or did launch really American Riviera Orchard.

Sara Lebow (18:58):

Is this her jam company?

Suzy Davidkhanian (19:00):

Yes, but it was more than a jam company. It was supposed to be a lifestyle company and within a year, they just renamed it to As Ever. They are doing a whole new branding campaign. And the retail component in this, which I think is brilliant, is that it's going to be available in the two Netflix stores, just as her new show comes up. So she is riding the wave of her name in ways that is disruptive, I think, to herself really, and to her own business.

Arielle Feger (19:32):

I don't know.

Sara Lebow (19:32):

It's so hard for me to put Meghan Markle who has been...

Suzy Davidkhanian (19:36):

As Ever. The name is "As Ever."

Sara Lebow (19:38):

It's hard for me to put As Ever created by someone very interesting, who has been trying to stake a spot in both media and retail for years now, on the list for a rebrand. I am not convinced.

Suzy Davidkhanian (19:57):

Rebrand with Netflix store.

Sara Lebow (20:00):

The Netflix thing is interesting, but it's still just two stores.

Suzy Davidkhanian (20:02):

They're doing the show, it's launching in March, the show. And lo and behold, she has a whole new brand name because for whatever reason, the first one didn't seem to resonate.

Blake Drosch (20:11):

For whatever reason.

Suzy Davidkhanian (20:13):

Which we all know why it didn't resonate.

Arielle Feger (20:15):

What was the first one?

Suzy Davidkhanian (20:16):

But I mean that's pretty quick... The American Riviera Orchard. So she is, I find it interesting that Coca-Cola is like, "Oh, there's a lot going on in the world. I should reorganize myself," that she's doing the same and that she is using media and entertainment as a vehicle to try and do more.

Sara Lebow (20:35):

There are so many creators who are doing this better. And the Netflix thing is interesting because the other creators aren't doing it with Netflix, specifically, but there are so many creators that are launching products in partnership with creating media better. And it's interesting that this one is Meghan Markle, but not enough for me to put it on the list.

Arielle Feger (20:55):

Yeah, it wouldn't be interesting if Stranger Things launched a...

Sara Lebow (21:01):

Backpack?

Arielle Feger (21:02):

Exactly. It's like, "Okay, that makes sense to me. I get why."

Sara Lebow (21:07):

You can tell I've only seen the pilot of Stranger Things. They're always wearing their backpacks.

Arielle Feger (21:11):

But that is a perfect example. I'm pretty sure they do have Stranger Things backpacks.

Sara Lebow (21:15):

Sorry Suzy.

Arielle Feger (21:16):

I look forward to seeing what happens in the future.

Sara Lebow (21:18):

I look forward to the podcast episode where we try As Ever.

Arielle Feger (21:22):

Yeah.

Sara Lebow (21:23):

We should do an episode where we try creator products.

Arielle Feger (21:26):

Actually, that'd be kind of fun.

Sara Lebow (21:27):

Blake, what is your wild card and where are you putting it?

Blake Droesch (21:30):

I think we should put CVS on the list. Not super high up, but around, I think number eight is where I want to place them. I think they're solution to that all, not just CVS, but all pharmacies and many retailers are facing for having to lock up their cabinets, their solution to basically create an app where you have to log in in order to unlock the cabinet via your phone, is an interesting potential solution to the tremendous level of friction that has been created for the customer to go buy products in stores.

(22:16):

And I think, look, we could say, "Well, locking up all of the products inside the stores was not the solution to begin with." But the fact that CVS is not alone in this scenario, I think excuses it from taking the sole blame for this level of friction. And I think that the solution is actually, relatively innovative, because if you have the choice of shopping at one of three pharmacies and they're all locking up their products and one has the ability to go in and use the app, then I

personally am going to choose that one. And then CVS also has better access to my information as a loyalty member because I had to log in order to get this feature to shop.

Sara Lebow (23:04):

I will not go so far as calling the CVS move innovative, but that's not what we're testing here. We're saying, "interesting." And I do think it's interesting. So I want to say two caveats. One is, that this technically happened in January, but it was the end of January and we'd already made our list. So I'm going to let them be a February move.

Blake Droesch (23:22):

It's very gracious. Thank you.

Sara Lebow (23:23):

And then the other thing is, this isn't a caveat, this is my opinion, I've already said this on the podcast. I can't express how much I don't like this CVS move. I think it's adding more friction. I think it's inaccessible to older consumers. I think it's a weaselly way to get you to download their app. I think that is a problem that they created and I think that the Wi-Fi and CVS is not good enough for this to work. But do I think it's interesting? Yeah, we were talking about this so much when it happened, so I would give them a number eight.

Arielle Feger (24:00):

Yeah, I agree. I mean we've definitely talked about this enough for it to qualify, I think being put on the list.

Sara Lebow (24:06):

All right, so we've got our final list, which is: number one, Nike, number two, Walmart, number three, Lidl, number four, Poppi, number five, Wayfair, number six, Coca-Cola, number seven, Amazon, and number eight, CVS. And our honorable mention spots, we've got Reformation, which we just knocked off the list, and we'll give As Ever an honorable mention spot as well. Congratulations, Meghan Markle.

Suzy Davidkhanian (24:36):

Yeah, I was going to defend myself, but I'm going to not bother.

Blake Droesch (24:39):



This has been my most successful episode of Retail Rankings because usually I'm the one where all of my things get denied. So I just want to thank Meghan Markle for being tremendously unlikable, because it really aided my success on today's episode.

Sara Lebow (24:52):

I also think that this has been Arielle and my most successful episode, because usually people are sliding all sorts of things that we didn't.

Arielle Feger (24:59):

It was only towards the end there.

Sara Lebow (25:00):

And Suzy, I'm going to give you some credit because the reason that Amazon is still on the list is because you pointed out that Saks thing to us.

Arielle Feger (25:00):

That's true.

Sara Lebow (25:06):

So you also made it on the list. Everyone's a winner.

Blake Droesch (25:08):

Yeah.

Sara Lebow (25:09):

Everyone is a winner.

Suzy Davidkhanian (25:10):

Especially Meghan Markle.

Blake Droesch (25:11):

Except for Meghan Markle.

Sara Lebow (25:11):

That is all we have time for today. Thank you so much for being here, Blake.

Blake Droesch (25:21):

Thank you.

Sara Lebow (25:22):

Thank you, Arielle.

Arielle Feger (25:23):

Thank you.

Sara Lebow (25:23):

Thank you, Suzy.

Suzy Davidkhanian (25:24):

Thank you.

Sara Lebow (25:25):

Thank you to our listeners and to our team that edits the podcast. We will be back next Wednesday with another episode of Reimagining Retail. And on Friday, join Marcus for another episode of Behind the Numbers, an EMARKETER podcast made possible by Zeta Global.