

# Reimagining Retail: Can private label brands inspire a cult-like following?

Audio

On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss the advantages of private label brands and what they need to do to succeed moving forward.

Then for "Pop-Up Rankings," we rank the top five private label brands with the cultiest followings. Join our analyst Sara Lebow as she hosts analyst Suzy Davidkhanian.



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