

## ***Women's Wear Daily***

### **Shoptalk and RILA Collaborate on Tech Innovation Effort**

March 13, 2017 by Arthur Zaczkiewicz [[Full article](#)]



The Retail Industry Leaders Association and e-commerce event Shoptalk have teamed up in support of RILA's (R)Tech Center for Innovation. Shoptalk, which convenes retail industry executive in Las Vegas next week, will serve as a member of the (R)Tech Innovators Network.

RILA said it will "co-locate its first (R)Tech Advisory Council Meeting during Shoptalk," which is held March 19 to 22 at the Aria hotel.

RILA developed the (R)Tech Center for Innovation (along with the "(R) Tech" brand) with Accenture, and is focused on "retail and innovation" as well as related policymaking issues. RILA said the mission of the tech center "is to help retailers navigate the industry's transformation, and to spur the adoption of the '(R)Tech' term within the retail innovation ecosystem."

As previously reported in WWD, Accenture formed a collaboration with the Council of Fashion Designers of America in January, working in a similar vein as the RILA effort, but with the CFDA's Retail Lab. Both the CFDA and RILA initiatives aim to help foster the convergence of technology with the fashion and retail industries.

For his part, Anil D. Aggarwal, founder and chief executive officer of Shoptalk, said that as a partnership-centric organization, "we support industry initiatives designed to modernize the retail and e-commerce dialog and create a much-needed and productive new community that includes established retailers and brands, disruptive start-ups, tech and Internet companies, investors, media, analysts and more."

“(R)Tech is the confluence of retail and technology,” Aggarwal added. “As we look to spread this ethos throughout the retail ecosystem, RILA’s partnership with Shoptalk allows both organizations to more effectively serve the needs of the industry, which have changed considerably in the last several years.”

RILA’s membership includes over 200 major retailer and suppliers. Chairman of the board of RILA is William Rhodes, chairman, president and chief executive officer of AutoZone Inc. Brian Cornell, chairman and ceo of Target Corp. serves as vice chairman.