

# ModernRetail Awards

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This year's Modern Retail Awards winners demonstrate overarching themes such as sustainability and community engagement.

Programs such as Hanna Andersson's collaboration with Archive and poppi's 'Soda's Back' campaign prioritize sustainable practices, integrating resale models and emphasizing clean, healthy ingredients – all resonating with environmentally conscious consumers. These endeavors go beyond product promotion, fostering communities around ethical consumption.

Innovative technology integration was also a common thread. Archive's item intelligence software, Whatnot's livestream shopping platform and Fetch's AI-driven receipt-reading technology exemplify strategic tech use.

Another winning approach: customer-centric tactics formed a cornerstone of success in programs like fatty15's customer service initiatives and Pistola's collaboration with Stitch Fix. From personalized gestures to data-driven

design decisions, these programs prioritized understanding and meeting customer needs, emphasizing satisfaction and loyalty.

Across most of the programs in this year's winners list, partnerships and collaborations are key strategies that extend beyond conventional business relationships. Initiatives like Break the Love and Walmart's collaboration in democratizing sports or Glam Bag X's partnership with Bailey Sarian engage broader audiences, driving brand perception and revenue.

This year's Modern Retail Awards winners collectively represent a shift toward holistic, customer-focused strategies. They prioritize sustainability, innovation, community building and strategic partnerships, all underpinned by a deliberate use of technology. They reflect a landscape where brands seek meaningful connections with customers, champion sustainability, and leverage technology to create impactful and lasting experiences.

## Best Back-End E-commerce Technology

## Archive + Hanna Andersson

# ARCHIVE

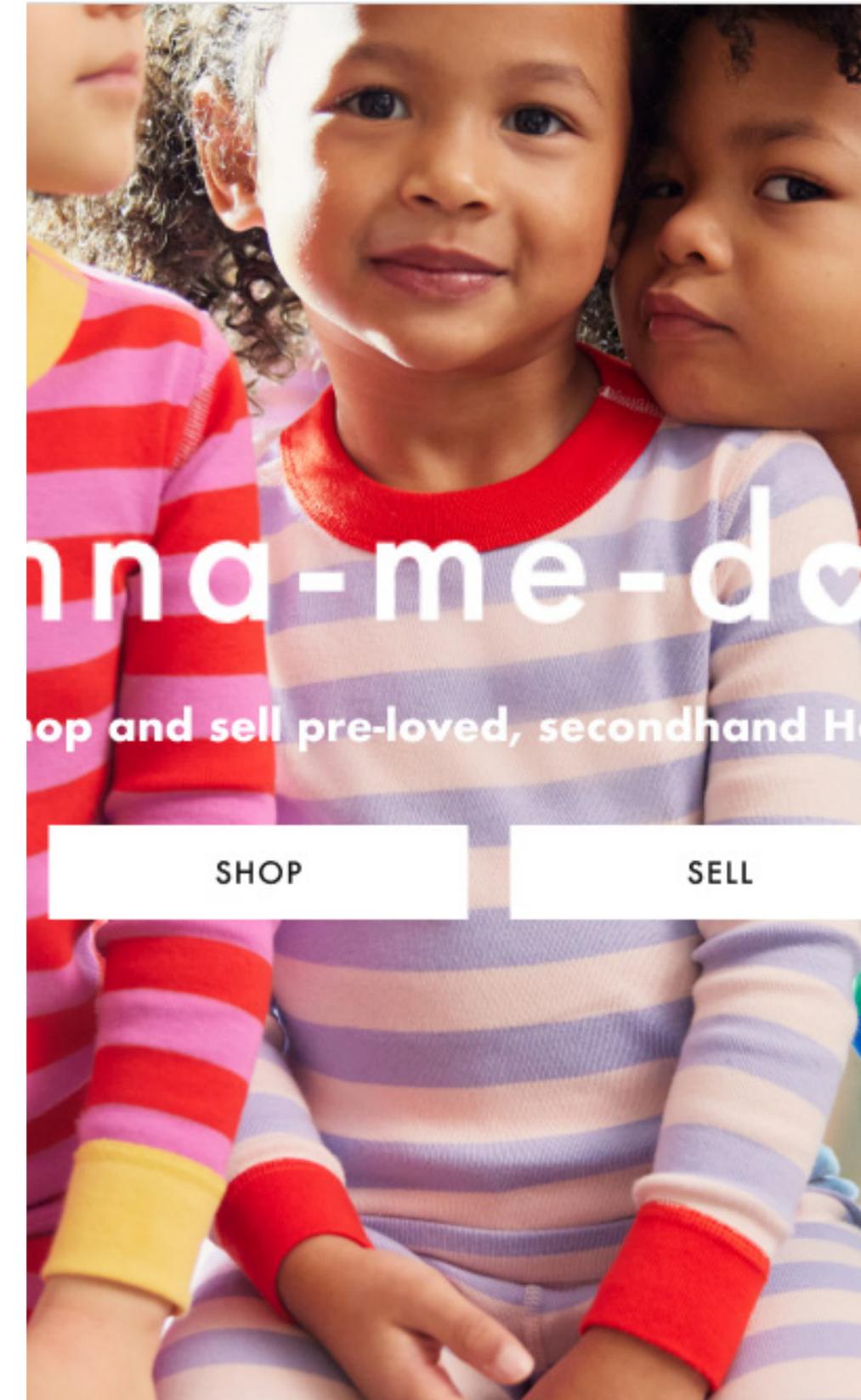
### Background

Archive, a leading technology platform for branded resale, collaborated with Hanna Andersson, a premium sustainable kids and baby apparel brand, to launch 'Hanna-Me-Downs' in February 2023. This innovative program introduced a custom online destination within Hanna Andersson's ecosystem, facilitating the resale of durable, sustainably crafted clothing. Utilizing Archive's item intelligence software, the peer-to-peer marketplace offered a seamless experience for customers to buy and sell pre-loved garments, aligning with Hanna Andersson's commitment to sustainability. Sellers were incentivized with a unique offer: redeem 125% of their sales via a gift card/store credit on HannaAndersson.com or receive a cash payment, fostering a high-touch, branded experience while minimizing landfill waste.

### Insights

The 'Hanna-Me-Downs' model offers valuable lessons in sustainable commerce and customer engagement. Integrating resale within a brand's ecosystem fosters a circular economy while maintaining brand integrity. By leveraging technology to streamline the resale process, brands can encourage sustainable practices and deepen customer loyalty. Offering incentives, like higher store credit for resale, promotes participation and drives subsequent spending. Hanna Andersson's 125% credit offer led to 90% of sellers choosing store credit, resulting in increased spending showcasing the potential of incentivizing sustainable actions. Implementing technology-driven pricing recommendations, as Archive did, simplifies the selling process for customers. Utilizing historical sales and product data minimizes seller guesswork, streamlines listings, and maximizes engagement.

*Hanna Andersson*  
PRELOVED



## Best Brand Collaboration

## Break the Love + Walmart

**break** THE LOVE × Walmart 

### Background

Walmart and Break the Love collaborated to democratize recreational sports, particularly pickleball, offering free court reservations nationwide. Break the Love's platform, integrated with Walmart, allowed users to book courts by uploading receipts. This innovative partnership prioritized mental and physical wellness post-pandemic and elevated Walmart's role from a retailer to a community catalyst, emphasizing shared values and enhancing everyday lives through sports.

### Insights

To enhance brand perception and drive business objectives, Break the Love and Walmart doubled down on community-centric collaboration, forging partnerships aligned with community values. The campaign resonated deeply with customers by engaging in activities that extend beyond traditional retail and emphasizing shared passions. An integrated customer experience was also essential to the program. Seamlessly blending services with partner platforms, like Walmart's API on Break the Love, offers added value, encouraging merchandise purchases and upselling memberships. Finally, surveys and tracking allowed the partnership to measure impact and observe shifts in brand perception, customer engagement and sales metrics to gauge the campaign's success and tailor future strategies.



# poppi

## Background

poppi, driven by founders Stephen and Allison Ellsworth, seeks to transform the soda experience by infusing the product with health and joy. Their soda, crafted with real fruit, apple cider vinegar and prebiotics, embodies health benefits while maintaining delicious flavors with less than 5 grams of sugar and 25 calories per can. Evolving from a personal remedy to a Shark Tank investment, poppi's nationwide availability stemmed from its popularity at farmers' markets. In June 2023, their 360-degree campaign, 'Soda's Back,' flooded major U.S. cities with vibrant digital ads, captivating billboards and engaging social media. It celebrated not just their soda but also the community that propelled poppi's success.

## Insights

poppi's success stems from strategic marketing approaches. Highlighting clean ingredients resonates with health-conscious consumers. Their grape soda reimaging showcases the power of using natural elements, driving popularity and climbing to the number-three bestseller spot. Authenticity and ingredient transparency can win customer trust. poppi's diverse presence across digital platforms like TikTok and Instagram, along with captivating city-wide ads, ensured an immersive consumer journey. Engaging on various touchpoints enables brands to reach wider audiences and foster connections. Brands can leverage consumer stories and experiences to build trust and emotional connections, fostering a community around their product. Finally, collaborating with a vast influencer network and utilizing user-generated content magnified poppi's reach. Aligning with influencers can amplify brand messages, leading to broader audience engagement and exponential growth.



# PISTOLA

### Background

Pistola, led by Grace Na, caters to the modern woman seeking premium, everyday wear. Facing challenges in understanding consumer preferences, particularly in size-sensitive categories like pants, Pistola sought deeper insights. Partnering with Stitch Fix, a data-driven personal styling service, they aimed to refine fabrics, fits and styles, enhancing offerings for their expanding customer base. Stitch Fix's portal enabled SKU-level insights, incorporating client feedback on style, fabric, fit and more, guiding Pistola's weekly design and production decisions. This collaboration birthed Cosmic Blue Love (CBL), an exclusive denim line on Stitch Fix, refining designs based on granular insights, leading to a 60% pants sales surge and the launch of brands like Daze and Eunina.

### Insights

Utilizing platforms that offer detailed customer feedback, especially on fit and fabric preferences, guides informed design and production decisions. This leads to tailored offerings that resonate with consumers' specific needs. Continuous refinement based on data-driven insights, like CBL's iterative design improvements, ensures product lines remain dynamic and aligned with evolving customer preferences. Iteration based on feedback fosters a competitive edge. Leveraging insights to expand offerings, such as size inclusivity in CBL, meets diverse customer needs and significantly boosts sales. Catering to a wider audience increases market penetration and brand loyalty. Data-centric approaches remain integral to sustained growth. Extracting insights from platforms like Stitch Fix fosters immediate sales boosts and informs long-term brand evolution and product development.



# fatty<sup>15</sup>

## Background

fatty15 prioritizes unparalleled customer service, aiming for an extraordinary customer retention rate. Their dedication spans every touchpoint of the customer journey, ensuring consistent, exceptional support through various channels—social, email, SMS and calls. Beyond conventional assistance, they've introduced 'Random Acts of Healthfulness' (RAH), going the extra mile by surprising customers with thoughtful gestures like sending flowers or gifts tailored to personal moments, fostering a genuine, familial connection with their customers. At fatty15, customer service isn't just a transactional interaction; it's about nurturing a long-lasting relationship, making each customer feel like a valued member of the "fatty15 family."

## Insights

Implementing unexpected, personalized gestures like 'Random Acts of Healthfulness' can redefine customer experiences. Tailoring surprise gifts or gestures based on individual customer moments humanizes the brand. Personal touches show genuine care, fostering emotional connections beyond the product. Prioritizing the entire customer journey, not just transactions, creates loyal, repeat customers. Ensuring consistent support throughout different touchpoints strengthens brand-customer relationships. Cultivating a sense of belonging, like the "fatty15 family," builds customer loyalty. Brands can create enduring relationships by treating customers as valued members rather than mere buyers. Exceptional service leads to remarkable retention rates. Going above and beyond fosters customer loyalty, translating into sustained retention and long-term success.



## Best E-Commerce Experience

## Whatnot



### Background

Whatnot, the leading U.S. livestream shopping platform, redefines e-commerce by connecting buyers and sellers in real-time across diverse categories. Designed to mirror in-person shopping experiences, it thrives on community engagement, allowing sellers to share their passions interactively. Unique features like tipping, drops and direct messaging enhance user experience, fostering community connections. Notably, Whatnot integrates PSA grading services for sports cards, assuring buyers of authenticity. With a mission to empower hobbyists as successful entrepreneurs, Whatnot cultivates a community-centric shopping space, organizing innovative digital events that strengthen connections and entertain audiences, driven by advanced technology and strategic planning.

### Insights

Building a community-focused platform fosters seller-buyer connections, cultivates trust and engagement and creates an inclusive, interactive space that enhances user experience and loyalty. Also essential: tools and opportunities for sellers to thrive. Supporting sellers' passion-driven businesses encourages growth, translating into significant revenue spikes and marketplace success. Meanwhile, constantly introducing new, interactive features like tipping and drops engages users. Innovative functionalities enhance user experiences, setting a platform apart and driving sustained growth. Finally, integrating authenticating services bolsters buyer confidence, which is crucial in fostering a thriving marketplace ecosystem.



## Best Fulfillment Strategy

## Dropit

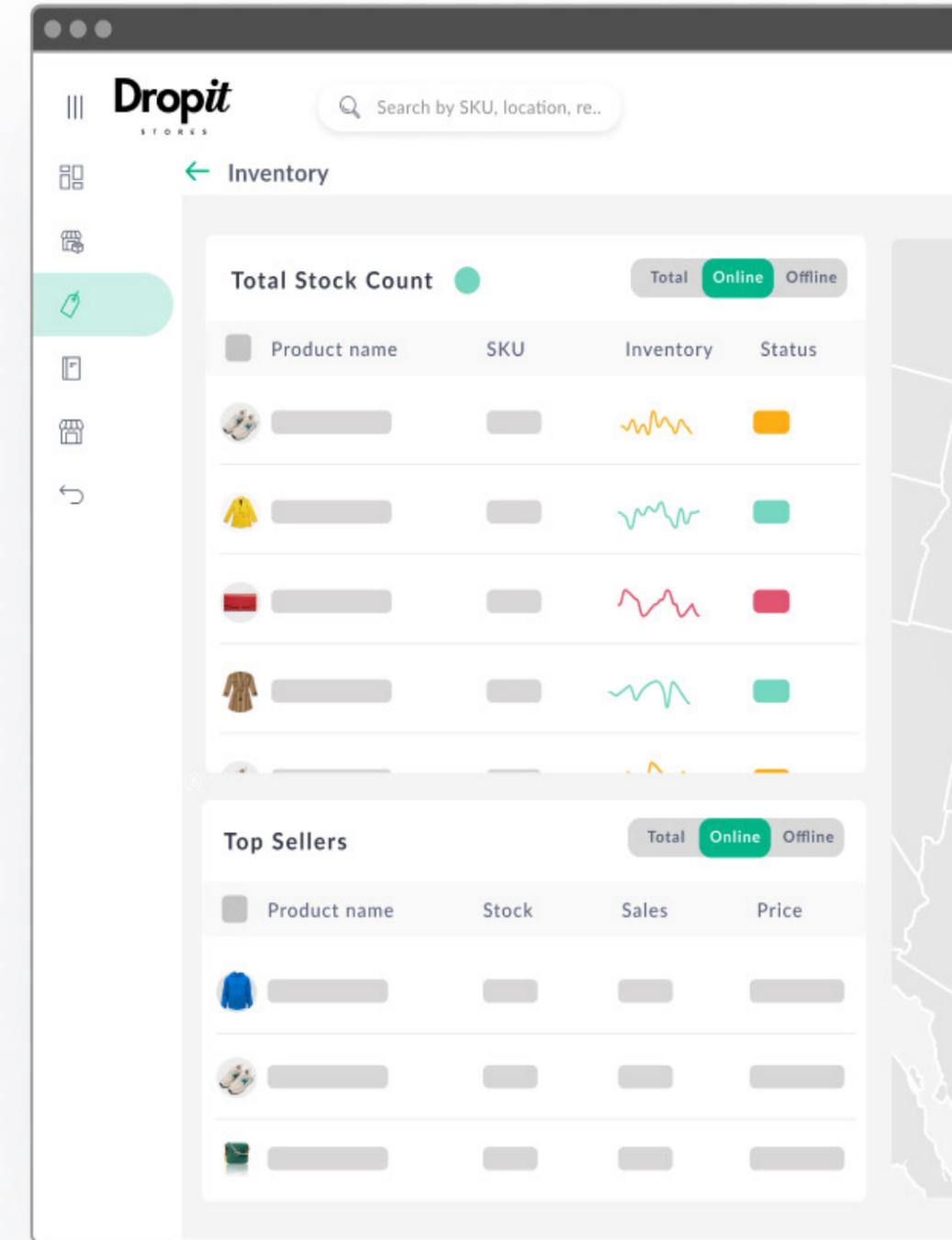
# Dropit

### Background

Dropit is striving to revolutionize retail with its AI-powered Advanced Fulfillment, a dynamic solution optimizing inventory and order allocation. Retailers gain an agile, comprehensive view of inventory across channels by integrating real-time data sources – proximity, sales history and weather – with configurable metrics. Dropit's system fine-tunes fulfillment choices, minimizes out-of-stock scenarios, reduces excess inventory and enhances delivery efficiency. The goal? Elevating customer satisfaction, reducing waste, and optimizing profitability.

### Insights

Implementing AI-driven data aggregation for dynamic fulfillment decisions optimizes inventory management. By harnessing real-time data integration to inform dynamic decisions and using metrics like proximity and historical sales to streamline order allocation, Dropit's solution is reducing stock-related challenges. Furthermore, integrating AI to bridge data across systems makes for smarter order management. This enhances inventory accuracy, reduces costs and ensures customer satisfaction. Last, Dropit's ability to route returns to optimal locations minimizes markdowns and logistics expenses, improving cost-efficiency and return processes.



## Best Influencer Collaboration

## Glam Bag + Bailey Sarian

# IPSY

### Background

IPSY, the world's largest beauty membership, collaborated with YouTube sensation Bailey Sarian for a limited edition Glam Bag X collection in February 2023. Leveraging IPSY Match, the campaign aimed to engage both Bailey's 7 million YouTube followers and IPSY's community of 20 million beauty fans. The partnership sought to provide beauty enthusiasts with an exclusive collection curated by Bailey Sarian, intertwining makeup and storytelling.

### Insights

The campaign's success lies in creating anticipation through strategic teaser campaigns across multiple platforms. The exclusive collection sold out ahead of schedule, achieving the goals of delighting the community, driving sales and attracting new customers. The campaign video became IPSY's most viewed, and Bailey's social media post generated over \$790,000 in earned media value, showcasing the power of influencer collaboration and strategic marketing.



# Best Launch Campaign

# Travelport

## Background

Travelport, a global travel technology company, created a modern retail platform, Travelport+, to simplify complex travel planning, booking and management for agencies and travelers. To test this platform, the company challenged British adventurer Jamie McDonald to visit the seven modern wonders of the world using only public transportation.

## Insights

Travelport exceeded campaign goals and shattered the Guinness World Record when Jamie traveled to the Seven Wonders in less than seven days. The journey showcased the efficacy of Travelport+, generating a 70% increase in business leads, a 7.1% organic social engagement boost and 1.5 million views on YouTube. The campaign, leveraging BuzzFeed and HuffPost, reached adventure enthusiasts, garnering over 3 million impressions. With 40,244 hub page visits, Travelport+ demonstrated its transformative impact on the travel industry.



## Best Omnichannel Experience

## Vince + NewStore

VINCE.



### Background

To modernize its retail technology, Vince, a renowned luxury brand, embraced omnichannel shopping with NewStore. The brand's transformation included a mobile-powered in-store experience, liberating associates from traditional cash wraps. With omnichannel inventory accessibility, both in-store and online, Vince's strategy aimed to cater to evolving customer behaviors and expectations.

### Insights

Vince's omnichannel approach, powered by NewStore, delivered a seamless customer journey. The mobile-centric, inventory-integrated in-store experience ensures associates can sell 100% of inventory on the floor, mirroring online availability. The new consumer app, blending online benefits with mobile-first UX, enhances customer-brand interactions. This omnichannel strategy positions Vince to exceed customer expectations and boost revenue across various touch points.

# Best Personalization Strategy | Fetch



## Background

Fetch, a leading rewards app and consumer-engagement platform, revolutionized its capabilities in March 2023 with advanced receipt-reading technologies. This proprietary suite, driven by artificial intelligence, offers a real-time, detailed view of consumer purchase data. Brands on Fetch gain unprecedented insights into user behavior, allowing precise targeting and intent-based marketing campaigns. The technology addresses industry challenges, enhancing text detection and labeling accuracy while optimizing Fetch's closed-loop system.

## Insights

Fetch's receipt-reading innovation gives brands a 360-degree view of consumer spending. Welch's Fruit Snacks, for example, utilized dynamic targeting to provide personalized offers to three different audience segments and reward Fetch points to those who didn't typically purchase the brand's fruit snacks while rewarding fewer points to those who regularly shopped the brand. This strategic approach drove competitive conquest, increased spending rates and fostered loyalty, showcasing the technology's impact on shifting consumer behavior and driving verified incremental returns.

## Best Retailer/Agency Collaboration

## Work & Co + Good American

**WORK  
&CO**

**GOOD AMERICAN**

### Background

Good American, co-founded by Emma Grede and Khloé Kardashian, pioneers inclusivity in the fashion industry. Recognizing the emotional impact of shopping, especially for those beyond 'standard' sizes, Good American aimed to revolutionize its e-commerce platform. Good American collaborated with Work & Co on a redesign to bring the brand's value of uplifting and empowering people of all shapes and sizes to life through a seamless browsing-to-checkout experience.

### Insights

The new e-commerce design prioritizes inclusivity, featuring multiple fit-size models throughout the site. Redesigned product pages offer an interactive fit guide and quiz, enhancing understanding of Good American's diverse range. With social media being the top traffic source to the brand's site, it was optimized to integrate seamlessly, creating a customer-centric experience that deepens engagement with the brand's mission and products.

SHOP ALL BEST SELLERS



# AG1<sup>®</sup>

## Background

Athletic Greens, a global health company, elevates health ownership through AG1, a science-driven daily nutrition supplement. AG1, exclusive to the brand's website, prioritizes quality with NSF Certified for Sport accreditation and production in TGA-registered facilities. Athletic Greens introduced a Welcome Kit for subscribers as the brand understands that when customers sign up for a subscription, they commit and invest in a daily routine. The welcome kit includes the essentials subscribers need to make their new routines easy and enjoyable – a reusable canister to refrigerate, a scoop and a shaker bottle.

## Insights

As the brand gained a better understanding of its customers, it learned their routines were often disrupted when traveling and sought a way to support them on the go. To provide a more seamless customer experience, Athletic Greens added a member portal feature for easy switching between the AG1 pouch and travel packs, aligning with diverse lifestyles. In a few months, 40,000 subscribers embraced this flexibility, enhancing AG1's reputation as a leader in health supplements.



## Best Transformation

## Sparkfly + Bojangles



### Background

Bojangles, the iconic Southern restaurant chain, sought to provide an exceptional customer experience through a mobile engagement strategy. Bojangles partnered with Sparkfly, a retail technology solutions firm, to deliver seamless digital integration and unify online platforms. The strategy aimed to enhance customer engagement through personalized offers, leveraging Sparkfly's offer and reward management platform. Introducing a digital wallet to the mobile app was pivotal for real-time personalized offers, reflecting Bojangles' commitment to modernizing customer interactions and streamlining the dining experience.

### Insights

The collaboration between Bojangles and Sparkfly increased loyalty program participation by 490% – a testament to the effectiveness of personalized offers and seamless engagement. The real-time personalized offers contributed to a 12% boost in order frequency, and the addition of Sparkfly's innovative landing page technology reduced cart abandonment by 15% to enhance the online ordering experience. Additionally, the digital wallet feature resulted in a 158% increase in mobile orders, showcasing the strategy's impact on real-time data utilization.



NEW

## Best Use of Emerging Technology

Trove

# TROVE

### Background

Trove, a leader in branded resale and trade-in, champions a sustainable shift in retail. Armed with the Recommerce Operating System, Trove enables top brands like Canada Goose and Lululemon to embrace circularity by facilitating customer trade-ins, single-SKU identification and condition grading. The goal is clear: redefine retail by disconnecting revenue from new production, curbing waste and fostering sustainability. In response to the fashion industry's environmental impact, Trove pioneers a green era as a Certified B Corporation, forging a path where revenue growth aligns with emission reduction.

### Insights

Currently, Trove-powered resale sites command over 60% of branded resale traffic in North America, but the company is expanding globally. Five new facilities have been added in Canada with plans for European expansion to make a significant stride toward global sustainability. It's also welcomed giants like Canada Goose, Carhartt and Brooks Running to extend its reach, powering trade-ins for over 700 stores nationwide. In its commitment to the planet and setting an industry benchmark, Trove has saved 3 million kilograms of CO2 since its inception. Amid all this rapid growth, the company secured Series E funding as a testament to investor confidence in its sustainable model.



**NEW**  
**Best Use of Instagram**

# sundays

## Background

Founded by four design and retail experts in 2019, Sundays is a DTC furniture company focusing on modern yet timeless pieces. As part of the campaign for the debut of its first permanent U.S. showroom, Sundays used a robust Instagram strategy to increase brand awareness and community engagement. The promotion took a three-fold approach: one-on-one influencer showroom visits, promotion on each influencer's Instagram channel, and invitations to the showroom's grand opening event. Sundays partnered with a combination of macro-, micro- and nano-influencers with a total reach of 134.17 thousand on showroom visits and channel content.

## Sundays Furniture

## Insights

Sundays' Instagram strategy successfully increased traffic and sales at the Seattle showroom. The brand's influencer partners shared more than 80 pieces of content to support the showroom opening, resulting in 154.24 thousand impressions. Sundays also experienced an increase in website traffic over the campaign period, with more than 40 percent of website traffic driven by social media during the month of the opening. By generating awareness around the new showroom in Seattle, Sundays further positioned itself as a leader in the furniture space.



I'll have one of everything  
thank you  
[@sundaysfurniture](https://www.instagram.com/sundaysfurniture)

## Best Use of Shoppable Content



talkshoplive

### Background

TalkShopLive is a leading U.S. live shopping platform. With its proprietary ability to provide in-video sales execution, TalkShopLive powers live shopping for partners, including MSN, Walmart, Condé Nast, Hearst and Penske Media, while providing shoppable content distribution for Target, Best Buy and others. By creating a unique way for publishers, retailers, brands and talent to collaborate, TalkShopLive empowers new storefronts anywhere the content is shared. With its partner Walmart, TalkShopLive used its deep data set to support creating serialized, shoppable content around key categories.

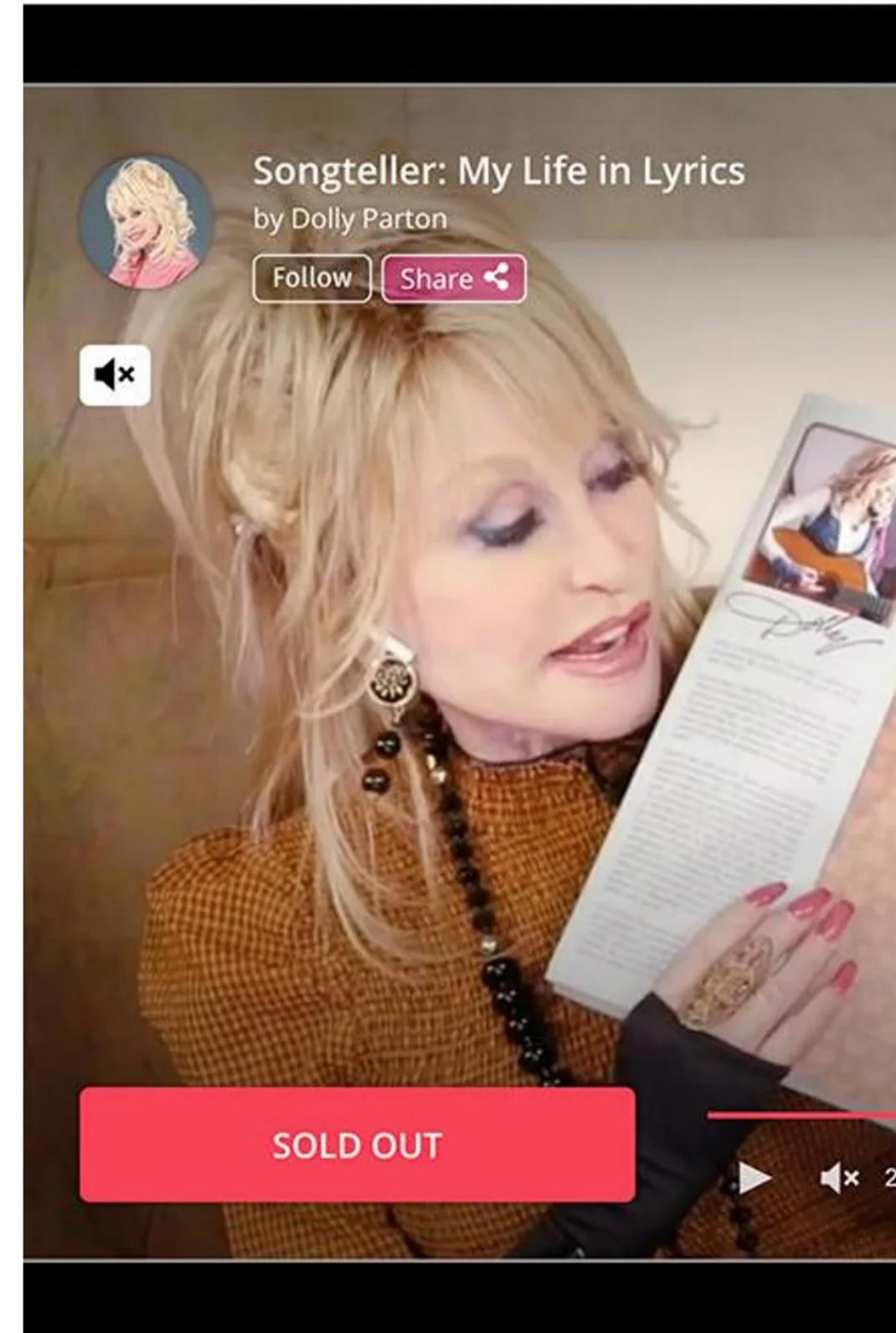
## TalkShopLive + Walmart

### Insights

TalkShopLive and Walmart have helped authors including James Patterson, Dolly Parton, Erin Sterling, Lucy Score, Chris Paul, Jake Tapper, Leslie Jones, Jennifer Lynn and David Baldacci connect with their audiences through live shopping interviews. The platform aimed to significantly grow the units sold within its video player, showing how the player with data-informed content will drive high-velocity sales. As a result of its live commerce author series, TalkShopLive saw revenue growth of 1600% compared to the same programming in 2022, in addition to unit sales growth of 1382%.

talkshoplive

Search...



## Best Use of Technology

## Simbe + SpartanNash

simbe

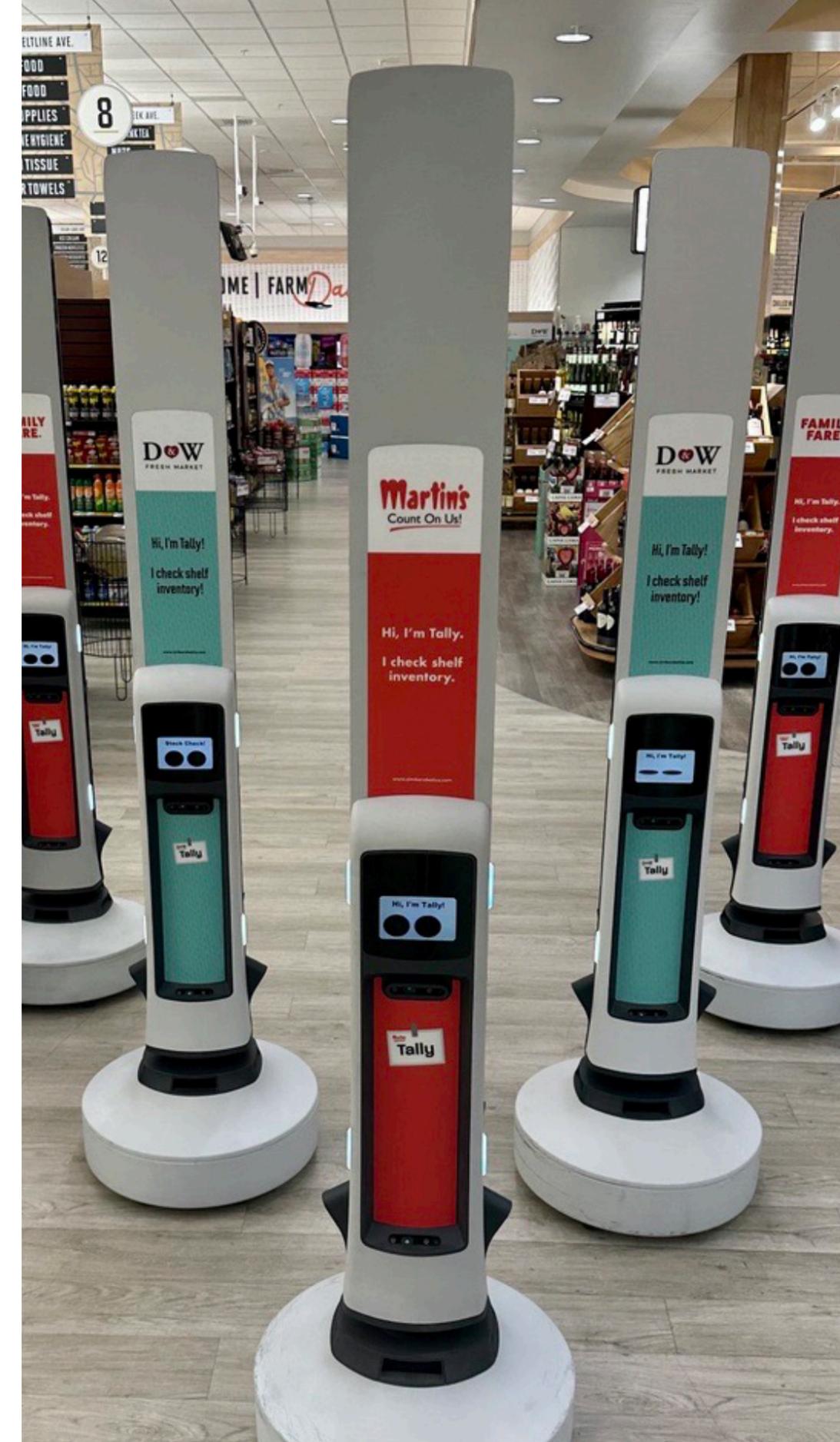
**SpartanNash.**  
THE FOOD SOLUTIONS COMPANY

### Background

Retail automation solutions provider Simbe combines AI and robotics in a single platform that offers real-time visibility into inventory conditions at a high level of frequency and fidelity. The platform's data helps retailers drive better business outcomes, improve associate workflows and enhance the in-store shopping experience. SpartanNash is a customer-focused, innovative food solutions company that operates two complementary business segments: food wholesale and grocery retail. In March 2022, SpartanNash tapped Simbe as part of an initiative to invest in technologies that enhance the customer experience and in-store operations.

### Insights

Simbe's business intelligence solution is powered by Tally, a fully autonomous inventory robot. Leveraging proprietary AI and computer vision, Tally scans for out-of-stock, misplaced or mispriced items and equips store teams with comprehensive, e-commerce-grade data on product location and shelf conditions. At SpartanNash, working with Tally has enabled associates to save time in inventory tracking and spend more time on the floor serving store guests. This improves the overall experience for SpartanNash shoppers by ensuring products and associates are available when needed.



NEW  
Best Use of Tik Tok

poppi

poppi

### Background

Prebiotic soda brand poppi has been strongly invested in TikTok since January 2021, when it posted a video of its founder, Allison Ellsworth, sharing poppi's authentic brand story. In the video, Ellsworth dove into her personal health journey and how she landed a deal on Shark Tank. The organic video drew over 1 million views and drove one of the brand's best sales days. poppi's TikTok continues to maintain a behind-the-scenes feel while establishing the brand as a trendsetter and influencer favorite.

### Insights

Since Ellsworth's viral video – which has more than 84.4 million views – poppi's TikTok account has accumulated more than 361,000 followers. The brand's 'drinkpoppi' hashtag has also earned more than 1 billion views on TikTok, with viral content from consumers and creators. poppi also launched its 'Soda's Back' campaign, which showcases a mix of top content creators, reviews and genuine consumer fan feedback that went viral on TikTok. The 'Soda's Back' campaign encompassed an extensive influencer network, a merchandise launch, more than 200 million social media impressions and engaging consumer events reaching over 500,000 individuals.



**NEW**  
**E-Commerce Executive**  
**of the Year**



**Profile**

As Chief Growth Officer of Babylist, Lee Anne Grant combines the roles of Chief Marketing Officer and head of sales while owning the technology company's media business and strategic initiatives. She uses emerging technology, including generative AI and metaverse experiences, to address evolving customer needs and expand Babylist into new categories. In 2022, Grant created and launched The Push, a content studio for brands looking to connect with Babylist's audience. She also helped spearhead two health-based strategic acquisitions: Expectful, which will become Babylist's dedicated health and wellness destination, and SourceMD, which became Babylist Health.

**Lee Anne Grant,**  
**CGO, Babylist**

**Impact**

Grant has expanded Babylist's audience and secured its position as a top media destination for all things baby, parenthood and pregnancy. In 2023, she focused on driving double-digit growth across the company's four revenue streams and expanding the company's reach into new audiences and verticals, primarily through the relaunch of Expectful and the opening of Babylist's first showroom in Los Angeles. The Push doubled Babylist's ad revenue and enabled partner brands, including Nike, FTD, Honest Co. and Wine Access, to reach their audience. Three metaverse experiences yielded 1,000 viewing hours, 100,000 page views and 5,000 items added to registries. Finally, under Grant's leadership, Babylist's online following grew to more than 2 million social media followers.



## Founder of the Year

## Jessy Dover, Melissa Mash, Deepa Gandhi - Dagne Dover

# DAGNE DOVER

### Profile

Leading performance bag brand Dagne Dover is recognized by editors and customers for its best-in-class organized backpacks, diaper bags, travel bags and work bags. Led by co-founders Jessy Dover, Melissa Mash and Deepa Gandhi, Dagne Dover has strong performance across direct-to-consumer, corporate and wholesale business categories. The brand's inclusive customer base In the past 12 months, the lean 36-person Dagne Dover team has executed five product launches with 196 new SKUs, including 11 new silhouettes, all made of exclusively recycled materials.

### Impact

Dagne Dover had three goals in 2023: push material innovation, give back and expand brand influence. The brand's achievements included the launch of the new Eco-Friendlier Capsule as part of reusing more than 13.5 million water bottles in its products to date. Dagne Dover has supported 139 nonprofit organizations in the past year – including Baby2Baby, Legal Defense Fund, UN Women and Planned Parenthood – through thousands of dollars in products, funds and mentorship. Finally, Dagne Dover has grown its brand influence, winning numerous awards and garnering over 39 million media impressions.



## Most Innovative Retail Model

## Bookshop.org



### Background

Bookshop.org provides independent booksellers an easy way to sell books online and connect with socially-conscious shoppers. By weaving in the personal touch of shopping small with the simplicity of shopping online and a massive collection of books, Bookshop.org has mastered an innovative retail model that's changed the book industry. The platform believes local bookstores are essential community hubs that foster culture, curiosity and a love of reading. A certified B-Corp, it also provides a unified way for publishers, authors, media and influencers to support indie bookstores while promoting the sale of books online.

### Insights

By ushering traditional booksellers into an e-commerce environment, Bookshop.org gives independent bookstores the tools to compete with online retailers and maintain their presence in local communities. Setup takes less than 30 minutes, and the platform oversees inventory, packing, shipping and customer service, with the full profit from all bookstore sales going directly to stores. Bookshop.org has over 2 million customers and sold more than \$140 million in books. As of June 2023, Bookshop.org has raised \$26.6 million to support more than 1,800 independent bookstores.





**Most Responsible Retailer**

**Nisolo**

# NISOLO

## Background

Ethical footwear and accessories brand Nisolo designs fashionable products to enhance the lives of the people who made them and give back more to the planet than they take away. Nisolo is raising the bar on sustainability through its comprehensive Sustainability Facts Label, available with every purchase, which measures the social and environment of a product. The label is designed to equip consumers with the necessary information to shop responsibly. It also exists to help combat greenwashing and marketable “green” initiatives that ignore essential factors such as living wages for makers, workers’ rights, post-product life cycles and more.

## Insights

Nisolo knew that the Sustainability Facts Label must be consumer-friendly and easy to understand to increase transparency and consumer awareness. With 10 categories scored across “people” and “planet,” backed by 200 different public-facing data points, it’s the most comprehensive yet digestible evaluation tool the fashion industry has seen. Nisolo continues to evaluate and publicly share its social and environmental impact through the Sustainability Facts Label, receiving an “A” in the people category and a “B+” on the planet. The brand designed the label to be adaptable across several industries, encouraging accountability and transparency across the board.



**NEW**

**Retail Startup of the Year**

**Little Spoon**

*little spoon*®

### **Profile**

DTC kids food brand Little Spoon aims to make parents' lives easier and kids healthier. The brand creates nutritious meals and snacks that meet the standards of modern parents and allow children to grow with Little Spoon through each eating stage and age. In January 2023, Little Spoon launched its new line, Biteables, a feeding solution designed for baby-led weaning and puree-fed babies between ages 9 and 16 months. Other achievements include the introduction of grass-fed beef in Little Spoon meals and partnering with millennial parenting expert Dr. Becky.

### **Impact**

Little Spoon is committed to building an end-to-end childhood food and nutrition platform. The brand also introduced Build-It-Yourself Lunchers and snack products targeting ages 3–7, aging up with its consumer base. Little Spoon also aims to increase its holistic support of the modern parent by expanding its community platform, Is This Normal, and encouraging parents to connect and speak with experts about everyday milestone trials they're tackling. Beyond Dr. Becky's participation across the Is This Normal platform and social channels, she and Little Spoon have created a pamphlet of easy-to-follow mealtime scripts and tips to address picky eating and other mealtime concerns that customers receive with every first order.

# ModernRetail Awards

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