

FOR IMMEDIATE RELEASE

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Retail Consultancy Pioneer Clare Bailey Unveils Bold Rebrand of 'The Retail Champion'

A new look, a bigger mission – and a commitment to transforming the future of retail.

Clare Bailey, one of the UK's most trusted retail experts, is proud to unveil the rebrand of her renowned consultancy, *The Retail Champion*. More than a new logo or website – it's a strategic evolution designed to meet the needs of a fast-changing retail landscape.

Rooted in purpose and propelled by experience, the new *Retail Champion* brand reflects Clare's lifelong commitment to helping retail and consumer-facing businesses not just survive, but thrive – whatever the market throws their way.

"We did for ourselves what we help others do – reimagine, reposition and relaunch with confidence," says Clare Bailey. "This isn't just a facelift. It's a full transformation of how we show up, who we help, and what success really means in modern retail."

Reinvention from the Inside Out

As markets shift, customer expectations evolve, and brands battle for relevance, Clare and her expert team offer clarity, strategy and execution – across product, people and process.

The new brand ecosystem includes:

- A revamped website: www.theretailchampion.co.uk
- Expanded service lines: from speaking engagements and fractional support to full-scale transformation
- A content-led platform, including **Retail Reckoning** – Clare's new podcast, blog and thought leadership hub
- A growing team of industry-leading specialists in retail strategy, eCommerce, psychology, digital marketing, visual merchandising, and more

A Champion for Change

For over two decades, Clare Bailey has been a vocal advocate for independent businesses, high street regeneration, and retail innovation. This rebrand marks the next chapter in her mission – offering ambitious businesses everything they need to start, scale or completely reinvent themselves.

With a unique 10-step Retail Success Framework, flexible consultancy options and a signature blend of real-world retail experience and commercial creativity, The Retail Champion now serves everyone from high-growth scale-ups and national brands to retail founders ready for a bold new direction.

Download Our Press Pack

Images, team bios, logos, services overview and media enquiries:

👉 www.theretailchampion.co.uk/press-pack

For Media Enquiries

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The Retail Champion: Strategy-led retail consultancy built for real-world success.