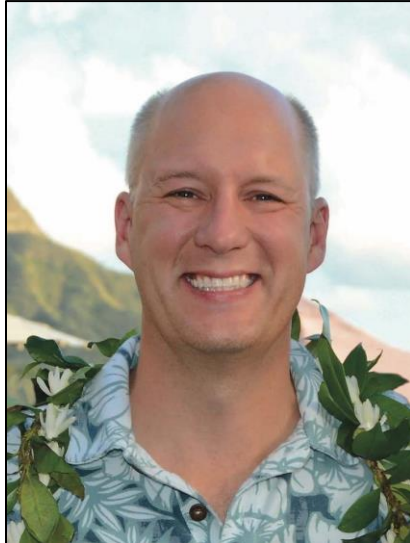


Feature

10 People to Know in Retail

Nov 24, 2017, 5:00am HST



1. **Mark Hollander**

CEO, Crazy Shirts

About: The clothing company has been based in Hawaii for 53 years, and has 35 stores in five states.

Website: crazyshirts.com

How does Crazy Shirts work to be innovative and creative as the industry changes? It is our very creativity, our unsurpassed quality, and our world-class service that propel us forward through these changing times. We are constantly refining our products to make sure that we put forth the most unique and curated presentation for our fans in our stores and online. We are constantly pushing to improve our already fantastic quality in order to continue to separate ourselves from a crowded field.

What is new with the company? Over the last few years, we have opened new retail locations, added to our distribution and manufacturing facilities, and continued to invest in growing our digital and direct-to-consumer programs, as well as our growing custom order division.

What is the biggest challenge facing the retail industry and how are you addressing it? In a word, "engagement." As the retail industry as we know it continues to seemingly unravel, and as consumers continue to find their individuality, traditional landscapes are losing engagement. The ability of anyone to thrive in retail today is directly tied to their ability to connect with their consumers at a level beyond price, beyond promotion - there is always someone willing to sell at a lower price - and if that's your only point of differentiation, you will have a problem. Engagement doesn't stop at the customer level either. In order to engage customers, and in a meaningful way for any length of time, the focus needs to start on engaging with employees. Giving people a purpose and a message to get behind, and the tools to succeed is really at the core of long-term success.