

Fifty2: The My Private Brand Project

By Christopher Durham

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In Fifty2: The My Private Brand Project, author and Vice President of Retail Brands at Theory House, Christopher Durham uncovers the Fifty2 best examples of U.S. private brands found on retail shelves today. The book is based on a year-long series of featured posts from his blog, mypbrand.com, as well as expanded content, new photography and additional interviews. Durham believes that Brand is key and he presents a compelling case for retailers to own brands that matter. He focuses on the brands that bring their brand positioning and business objectives to life through great design, purpose, lifestyle and innovation, and looks at what makes these brands resonate with customers. With all new groundbreaking photography by Teri Campbell of each featured brand, its packaging and products, Campbell brings the message home with over 200 color photographs.

This unique book is a must-have for any branding professional looking to take their brand to the next level or understand the evolving store brand landscape. From Amazon's Kindle to Walmart's World Table, the brands are presented in a way that has the power to redefine traditional private labels and raise the bar for retailers to create consumer-focused brands. This book is designed to bring the best of the best to the forefront, to place them on a pedestal not as brands to be copied, but as compelling examples of brands bringing each retail owner's strategy to life. This is the age of the retailer-owned brand. Durham invites you to read through the Fifty2. Agree. Disagree. Argue. Take inspiration, take hope, but whatever you do, do not copy, mimic or steal. Own your own strategy. Create and manage brands that bring that strategy to life. Make your Private Brand a destination in its own right.

Retailers included in Fifty2:

- A&P
- Ace Hardware
- Ahold USA (Stop & Shop, Giant)
- Amazon
- Barnes & Noble
- Best Buy
- Bi-Rite
- CVS
- Dean & Deluca
- Delhaize America (Food Lion, Hannaford)

- Duane Reade
- Family Dollar
- Fresh & Easy
- Harris Teeter
- Home Depot
- Hy-Vee
- Kroger
- Lowe's
- Michael's
- OfficeMax
- PetSmart
- Publix
- Raley's
- Safeway
- Sam's Club
- Sears
- Sephora
- Staples
- SuperValu
- Sur la Table
- Target
- The Fresh Market
- The Vitamin Shoppe
- Toys 'R' Us
- Trader Joe's
- United Oil
- Walgreens
- Walmart
- Williams-Sonoma
- 7-Eleven

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- Lowe's
- Michael's
- OfficeMax

- PetSmart
- Publix
- Raley's
- Safeway
- Sam's Club
- Sears
- Sephora
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- Toys 'R' Us
- Trader Joe's
- United Oil
- Walgreens
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- Williams-Sonoma
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Editorial Review

From the Back Cover
Brands included:

- Amazon Kindle
- Archer Farms
- Artist's Loft
- Avant
- Baraboo
- Barnes & Noble Classics
- Bi-Rite Public Label
- Blue Hawk
- Charles Shaw
- Circo
- Clarke + Kensington
- Craftsman
- Daily Chef
- Dean & Deluca
- FAO Schwartz
- Fresh & Easy
- Gold Emblem
- Greenwise
- H20 Help To Others
- HDX
- Home 360
- Ht Traders
- Hy-Vee One Step
- Insignia
- Kenmore
- Kidgets
- Kobalt
- Lucky Duck
- Marketside
- Mirra
- Mytrition
- O Organics
- Ology
- Publix
- Raley's
- Safeway The Snack Artist
- Sephora
- Simple Truth
- Simply Balanced
- Simply Enjoy
- Simply Nourish
- Skyline

- Stone Ridge Creamery
- Sur La Table
- The Fresh Market
- Threshold
- Trader Joe's
- Tul
- Via Roma
- Williams-Sonoma
- World Table
- 7 Select

About the Author
Christopher Durham is the VP of retail brands at Theory House, the branding and retail marketing agency. He is a consultant, strategist and retailer with close to 20 years of real-world retail and corporate experience creating, launching and building billion dollar Private Brands. His influential website, My Private Brand, seeks to drive the changing Private Brand landscape, focusing on the emerging art and science of Private Brand management. With readers from more than 67 countries and more than 3,000 stories, he has worked to push the traditional industry from the dark ages of private label into the new era of retailer-owned BRANDS.

While working at Lowe's Home Improvement, he developed and implemented the strategy for their multi-billion dollar portfolio of Private Brands, as well as creating and managing many of those brands. Prior to Lowe's, he served as brand manager at Delhaize America, where he developed and delivered retail brand marketing as well as Private Brand strategy and development for Food Lion, Bloom, and Bottom Dollar.

He is a trusted consultant for many of the world's leading retailers, including Office Depot, Best Buy, Lowe's Home Improvement and Grainger.

Durham is the author of the upcoming book Fifty2: The My Private Brand Project. He is a much sought-after thought leader who has been featured in columns and interviews in the Washington Post, Brand Packaging, Private Label Buyer, Global Retail Brands, Food Processing, Retail Leader, PLMALive! and Food Processing Magazine.

Dynamic in his presentation while down to earth and frank in his opinions, he has presented at numerous conferences, including FUSE, The Dieline Conference, Packaging that Sells, Shopper Insights in Action, FMI Private Brand Summit, Private Label Buyer Conference and the Own Label Conference in London, England.

Users Review

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Melvin Dove:

The reason why? Because this Fifty2: The My Private Brand Project is an unordinary book that the inside of the guide waiting for you to snap this but latter it will shock you with the secret it inside. Reading this book close to it was fantastic author who have write the book in such incredible way makes the content within easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this any more or you going to regret it. This phenomenal book will give you a lot of rewards than the other book include such as help improving your talent and your critical thinking way. So , still want to postpone having that book? If I had been you I will go to the reserve store hurriedly.

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