

# The Invisible Shelf Launches as the Intelligence Hub for the Age of Agentic Commerce

*Intelligence for the Age of Agentic Commerce - available now at [theinvisibleshelf.ai](https://theinvisibleshelf.ai)*

CHARLOTTE, NC, UNITED STATES, June 3, 2026 /EINPresswire.com/ -- [Theory House](https://theoryhouse.com), a leading retail marketing agency, today announced the launch of [The Invisible Shelf](https://theinvisibleshelf.ai) ([theinvisibleshelf.ai](https://theinvisibleshelf.ai)), a

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curated editorial destination for brand and retail leaders navigating the rapidly evolving landscape of [agentic search](#) and AI-driven commerce. Published daily and delivered to subscribers as a weekly Thursday briefing, The Invisible Shelf curates the most important original reporting and third-party coverage of a fundamental shift in how consumers discover and purchase brands - one that is rewriting the rules of retail visibility in real time.

The site's name reflects a growing commercial reality: as AI-powered agents increasingly mediate purchase

decisions, brands risk disappearing from a shelf that shoppers never see. The Invisible Shelf exists to ensure that brand and retail leaders see it clearly - and stay ahead of it.

"Every week, something significant happens at the intersection of AI, search, and retail commerce - and most brand leaders are too close to the day-to-day to catch it," said Jim Cusson, President of Theory House. "We built The Invisible Shelf as the briefing we wished existed. If you're responsible for growing a brand at retail, this is the intelligence you can't afford to miss."

The Invisible Shelf covers:

- Agentic search and AI discovery - how large language models and AI agents are changing the way shoppers find and choose brands
- Retail media and digital shelf evolution - the platforms, tools, and strategies reshaping brand visibility
- Brand and retailer case studies - real-world examples of companies winning and losing in the new commerce landscape
- Emerging technology and platform shifts - the signals that will define retail's next chapter

To subscribe or learn more, visit [theinvisibleshelf.ai](https://theinvisibleshelf.ai).

### About Theory House

Theory House is an expert retail marketing agency specializing in the CPG and Bev/Alc space. Founded in 2013 and headquartered in Charlotte, NC, Theory House has spent more than a decade helping brands win on the physical shelf, the digital shelf, and now the invisible shelf - where AI agents are quietly reshaping how shoppers discover and choose brands. We Ignite Retail Brand Fuel.

Jim Cusson

Theory House

+1 704-665-0714

[email us here](#)

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