

DeFINE

DEVELOPING A FASHION-TECH
INNOVATION NETWORK FOR EUROPE

INFO DAY MILAN

MONDAY 25TH NOV. 2019

@LE VILLAGE, Corso di Porta Romana 61

TUESDAY 26TH NOV. 2019

@POLIFACTORY, Via Privata Simone Schiaffino 22-30

PRESS KIT

DeFINE Consortium Partners

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DeFINE

DeFINE is a collaborative project co-funded by the European Commission's COSME programme which aims to support the fusion of cutting-edge technologies and innovation with the European fashion and design industries.

We are developing a network of incubators & accelerators, start-ups & SMEs, and financiers to form a European fashion-technology community where cross-sectoral knowledge will be shared, ideas will grow and transnational collaboration will be nurtured.

What we offer

Throughout the three years of the project (2018-2021), we will deliver a Europe-wide programme of inter-related networking events, training, mentoring support and knowledge-sharing, for the benefit of the whole community.

Join our Info Days

DeFINE Fashion-Tech Info Days are a series of free events taking place across Eight Europe's traditional and emerging fashion-tech capital cities, to support communities within the fashion, technology and business sector.

Next Info Days:

[Milan, Italy | 25th - 26th November 2019](#)

[London, United Kingdom | 5th December 2019](#)

Become a DeFINE Member

Register for free on our website to become a DeFINE Member and get unlimited online access to webinars, resources and fashion-tech industry directory. Network with start-ups, SMEs, fashion and technology professionals as well as incubators and accelerators to build connections and share knowledge.

www.define-network.eu

contact@define-network.eu

DeFINE Network EU



DeFINE Fashion- tech Info Days

Whether you are a start-up or SME working within the fashion supply chain or developing new technologies, or an incubator supporting these businesses,

we invite you to join us to at the Milan Info Day to meet the DeFINE community and contribute to the development of the European Fashion-tech Innovation Network.

Financiers, students, higher education institutions and policy makers would also benefit from learning and contributing to the growing fashion-tech industry.



Project Opportunities

Learn more about joining the free, online DeFINE network community, Fashion-tech events, Call for Projects and how to apply for the eight-months business support Mentorship Programme.



Fashion-Tech Talks

Hear from fashion and technology experts discussing the latest trends and issues impacting the fashion-tech industry such as production, materials and technological partners to design, retail and marketing.



Networking activities

Join round table discussions and take the opportunity to network, share knowledge and connect with fashion brands, technology specialists and business support experts.

Agenda

Monday, 25 November 2019

@Le Village - Corso di Porta Romana 61, 20122 Milano

Exploring disruptive scenarios in the Fashion-tech paradigm

Morning Session:

Enabling technologies to inform the future of fashion-retail

curated by FoReSeE* Center

* Forecasting Retail Service Experiences (Partners: FiP PoliMi, Stentle, M-Cube)

The future of retail will depend on how well we adapt and take advantage of the digital change. Within this framework the fashion system can catch the opportunity to reflect and redesign the entire production and cultural system. Today, the shopping experience is realized not only thanks to multiform sensory and informational solicitations, but also through the different distribution and communication channels, both physical and digital, defining new needs, strategies, technologies, and even new aesthetic forms.

Retail, in this renewed context, becomes increasingly relevant both in its physical and digital form, but also and above all in the “phygital” one, between virtual and real. A form that creates a new sales space through the creation of new experiences and interactions between the physical space and the intangibility of the digital world: from the multichannel, we move towards increasingly integrated strategies that use omnichannel sales and communication methods.

9.30 - 10.00	Registration & Welcome Coffee
10.00 - 10.30	The new Fashion Retail paradigms Speaker: Valeria M. Iannilli (Politecnico di Milano)
10.30 - 11.00	From the heritage of Made in Italy into new digital Fashion Company Keynote speaker: Jacopo Sebastio (Velasca)
11.00 - 12.00	Towards the retail of 2054: enabling technologies and successful cases Speaker: Alexio Cassani (Stentle)
12.00 - 13.00	Roundtable discussion. Smart Retail. The new shopping experience Moderator: Chiara Colombi (Politecnico di Milano) Speakers: Chiara Carradori (Hyper Room), Jacopo Sebastio (Velasca) Matteo Patalano (WeManage) Mauro Sampellegrini (R&I Area Sistema Moda Italia),
13.00 - 14.00	Networking Lunch & matchmaking meetings

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Agenda

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Exploring disruptive scenarios in the Fashion-tech paradigm

Afternoon Session:

Accelerating fashion sustainability through emerging technologies

curated by FTA*

* Fashion Technology Accelerator

Through the session we will investigate how different brands are using new technologies to offer customers sustainable fashion products, in particular researching new production processes, sustainable textiles and natural dyeing processes.

The panel will also investigate new business models that can shift customers' mind set towards a more sustainable consumption such as second-hand and rental models.

14.00 - 14.30	—————	Innovation driving sustainability: an overview of current and future solutions Speaker: Giusy Cannone (Fashion Technology Accelerator, FTA)
14.30 - 15.00	—————	How to make denim sustainable: ISKO case study Keynote Speaker: Fabio Di Liberto (ISKO)
15.00 - 15.30	—————	EcoCouture: The natural evolution of luxury Speaker: Tiziano Guardini (Tiziano Guardini)
15.30 - 16.00	—————	Purpose-led Story: WRÅD. Design to challenge the status quo Speaker: Matteo Ward (WRÅD)
16.00 - 16.15	—————	Break
16.15 - 17.00	—————	Roundtable discussion. Shifting customers behaviors. How can we engage customers on sustainability Moderator: Giusy Cannone (Fashion Technology Accelerator, FTA) Speakers: Priscilla Di Gennaro (Dressyoucan), Aldo Tempesti (R&I Area Sistema Moda Italia - TEXCLUBTECH Director), Danièle Clutier (Institut Français de la Mode, IFM), Francesca Tonelli (Vintag),
17.00 - 17.30	—————	DeFINE project: goals, benefits and Mentoring Programme
17.30 - 18.30	—————	Networking aperitif & match-making meetings

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Agenda

Monday, 26 November 2019

@Polifactory - Via Privata Simone Schiaffino 22-30, 20158 Milano

Digitally enhanced modes of fashion production and consumption

Morning Session:

Advanced manufacturing fostering product and process innovation through prototyping and open source knowledge

curated by FabTextiles - Anastasia Pistofidou

In the last decades, design practices are witnessing deep transformations at a cultural, social, and technological level approaching new forms of digital manufacturing, more advanced, open and distributed. This session will be focused on exploring how digitally mediated product and process innovation in the fashion-tech sector is perceived from different perspectives and experiences.

9.30 - 10.00	Registration & Welcome Coffee
10.00 - 10.15	Introduction Speaker: Anastasia Pistofidou (FabTextiles)
10.15 - 10.45	Title to be confirmed Keynote Speaker: Rachel Freire
10.45 - 11.15	Secrets of running fashion-tech business in Europe Speaker: Francesca Rosella (Cutecircuit)
11.15 - 11.45	Craft-inspired interactive textile solutions Speaker: Kristi Kuusk
11.45 - 12.30	From innovative materials to prototyping and new production processes Moderator: Anastasia Pistofidou (Fabtextiles) Speakers: Massimo Bianchini (Polifactory - PoliMi) Eugenia Morpurgo (Eumo) Sara Savian (Sara Savian Design) Giulia Tomasello (Giulia Tomasello)
12.30 - 13.00	DeFINE project: goals, benefits and Mentoring Programme
13.00 - 14.00	Networking Lunch & match-making meetings

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