




#FASHIONTECHBERLIN PROGRAM

WELCOME	11:00 - 11:10 PREMIUM GROUP PEAK #FASHIONTECHBERLIN	FASHIONING THE FUTURE!	PREMIUM GROUP #FASHIONTECH BERLIN Anifa Tillman Managing Partner	
TALK SUSTAINABLE FUTURE	11:10 - 11:25 7	JOURNEY TOWARDS A MODERN AND SUSTAINABLE SPORTSWEAR BRAND	PETRA DESIGN Pietro Boselli Founder	
	11:25 - 11:40 BLOGGER BAZAAR	MINDFULNESS - RETHINKING CONSUMPTION	BLOGGER BAZAAR Lisa Bannholzer Co-Founder & Head of Content	 
	11:40 - 11:55 <i>allbirds</i>	MAKING A BUSINESS CASE FOR SUSTAINABILITY	ALLBIRDS Sandeep Verma Managing Director Europe	 
WORKSHOP	12:00 - 14:00 ADCONIA	HOW TO MASTER THE SUSTAINABILITY CHALLENGE IN SUPPLY CHAINS? DIGITAL TRANSFORMATION & CULTURE REVOLUTION AS CHANCE TO FULFILL CUSTOMER REQUEST OF TRANSPARENT & SUSTAINABLE SUPPLY CHAINS	ADCONIA Rainer den Ouden Partner	
STARTS AT THE SAME TIME	12:00 - 12:30 VORTA	AI POWERED INSIGHTS TO TRANSFORM YOUR FASHION BUSINESS. LEVERAGE THE POWER OF DATA TO DISCOVER NEW TRENDS	VORTA / MYNTRA Rajesh Narkar VP Myntra Fashion Brands	
MASTERCLASS	12:30 - 13:00 KPMG	INNOVATIVE, TRANSPARENT, SUSTAINABLE - MIXED REALITY IN FASHION. HOW MIXED REALITY IS ALREADY USED IN THE FASHION INDUSTRY - ELABORATION OF OPPORTUNITIES AND RISKS.	KPMG Cindy Frank Senior Manager	 
TALK DIGITAL BUSINESS	13:05 - 13:25 GANT	PURPOSE DRIVEN BRAND CONVERSATION IN A DIGITAL LANDSCAPE	GANT Brian Grevy CEO	
	13:25 - 13:40 aeydē	HOW TO BUILD A BRAND IN THE DIGITAL AGE	AEYDE Luisa Krogmann Founder & CEO	
	13:40 - 13:55 SELAM X	IF YOU DON'T KNOW, NOW YOU KNOW. FASHION + TECHNOLOGY = LOVE.	SELAM X COLLECTIVE	
MASTERCLASS	14:00 - 14:30 FASHION FUSION	AN ONLINE SHOP IS NOT ENOUGH - DESIGNING A BRANDED ECOSYSTEM THAT SATISFIES YOUR CUSTOMERS!	BUERO 112 Alex Baumann CEO & Co-Founder	
STARTS AT THE SAME TIME	14:30 - 15:00 FASHION FUSION	THE FUTURE OF FASHION IS DIGITAL: ON AR FILTERS AND DIGITAL COLLECTIONS	PRESENTED BY TELEKOM FASHION FUSION Johanna Jaskowska Andy Picci Assaf Reeb	  
WORKSHOP	14:30 - 16:00 ICONMOBILE	HOW TO ACCESS THE FASTEST GROWING ENTERTAINMENT PHENOMENA. UNCOVER WAYS TO ENGAGE THE COVETED ESPORTS AUDIENCE IN UNIQUE AND AMAZING WAYS	ICONMOBILE GROUP Thomas Felger Founding Partner & Group CEO	 
TALK STREET CULTURE	15:05 - 15:20 NTWRK	SHOPPING AT THE SPEED OF CULTURE	NTWRK Aaron Levant CEO	
	15:20 - 15:40	FASHION X MUSIC HOW THEY INFLUENCE EACH OTHER	MICHAEL MICHALSKY Fashion Designer	
	15:40 - 15:55 stockX	HOW CULT STREETWEAR ITEMS ARE TRADED IN LIVE STOCK MARKETS	STOCKX Tom Woodger VP Brand Activation	
MASTERCLASS	16:00 - 16:30 POLIMODA	THE FUTURE OF FASHION EDUCATION KEY-SKILLS TO SUCCEED FOR THE NEXT GENERATION	PRESENTED BY POLIMODA Lisa Lang CEO & Founder	
	16:30 - 17:00 JOOR	WHOLESALE MADE HUMAN: HOW DATA AND TECHNOLOGY IS RE-SHAPING THE WAY BRANDS AND RETAILERS DO BUSINESS	JOOR Jon Silverman Vice President Global Sales	
STARTS AT THE SAME TIME	16:30 - 18:30 KPMG	HOW DOES THE FASHION PROCESS LOOK LIKE IN 2050? UTOPIAN SCENARIOS AND POTENTIALS OF USING MIXED REALITY FOR THE FASHION DESIGN PROCESS AND ALONG THE WHOLE PRODUCT LIFE CYCLE	KPMG Cindy Frank Senior Manager	 
TALK E-SPORTS & GAMING IN FASHION	17:05 - 17:30 H4X CLUBKIND BITKRAFT	PANEL: E-SPORTS - FROM NERD TO POP CULTURE. IS GAMING THE NEXT LEVEL SPORTSWEAR?	H4X Knut Bergel COO	 
	17:30 - 17:35 THE FABRICANT	DIGITAL FASHION FOR VIRTUAL IDENTITIES	THE FABRICANT Kerry Murphy Founder	
	17:35 - 17:55 maxis EA MOSCHINO	PANEL: FASHION GAME CHANGERS - USING GAMES AS A MEDIUM TO DRIVE ENGAGEMENT AND SELF-EXPRESSION	EA MAXIS Joe Nickolls Vice President & GM	 
			EA SPORTS Andrea Hopelain VP of Global Brand Marketing	
			MOSCHINO Gabriele Maggio General Manager	

CONFERENCE PARTNERS



EXHIBITORS, MASTERCLASSES & WORKSHOPS



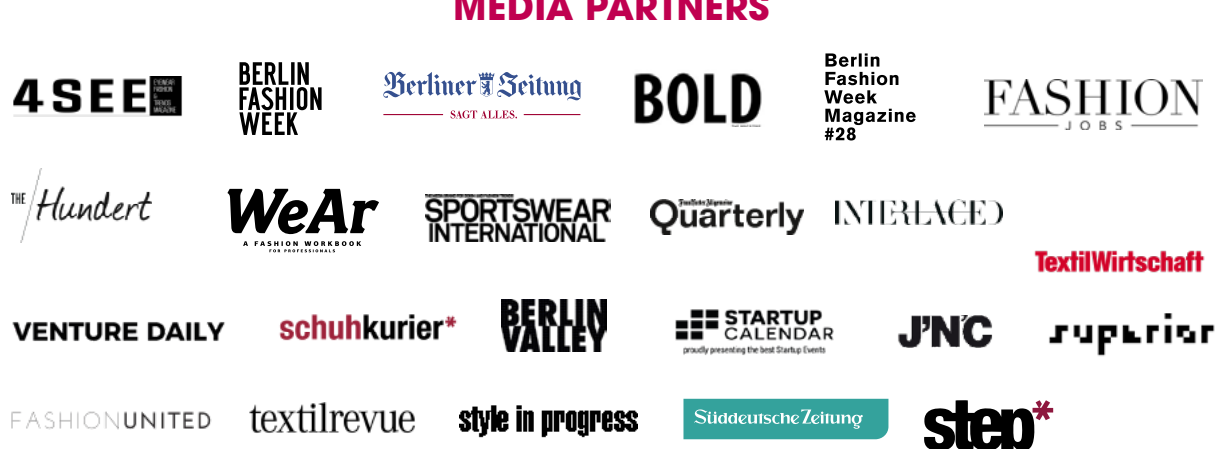
STARTUP AREA



DIGITAL MASTERCLASS



MEDIA PARTNERS



SEEK

SHUTTLE SERVICE
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AM FLUTGRABEN

PUSCHKINALLEE

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