









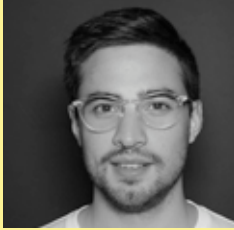

































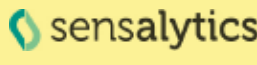





FASHIONTECH BERLIN AT ALETTO HOTEL – PROGRAMME

DAY 1 14.01.2020 Opening Hours: 11.00 AM – 6.30 PM

FORMAT	TIME	TOPIC	PEOPLE
OPENING	12.00 – 12.10 	Opening FASHIONTECH Berlin	<div>Anita Tillmann Managing Partner at PREMIUM GROUP</div> <div>Michael Stracke Chief Business Development Officer at FT Berlin</div>
	  PEAK		<div>Hannah Seelhorst Communication Consultant & Coach PEAK Creative Leadership</div>
TALK OMNICHANNEL	12.10 – 12.30 	How to engage with the Gen Z consumer through an omni channel brand and why building meaningful stores experiences in 2019 proves that retail isn't dead	<div>Andrea Baldo CEO at GANNI</div>
TALK OMNICHANNEL	12.30 – 12.55 	The D2C Digitalization Journey of Tommy Hilfiger to connect the online and offline channels	<div>Marie-Theres Mangelsdorf Vice President Tommy Hilfiger E-commerce and PVH Omnichannel Transformation</div>
MASTERCLASS MERCHANDISE MANAGEMENT	13.00 – 13.30 	How to digitize the merchandise management process and grow your business with your customer	<div>Sebastian Rieder Founder BETAFASHION</div> <div>Victoria Rosendahl Head of Merchandise Management at Pierre Cardin</div>
	BETAFASHION 		<div>Fabian Stackmann Managing Director at Stackmann</div>
MASTERCLASS CUSTOMER RETENTION	13.30 – 14.00 	From Zero to Hero – How fashion brands boost customer retention with zenloop	<div>Paul Schwarzenholz Founder & MD zenloop</div>
PANEL FASHIONTECH	14.05 – 14.25 	From Vision to Wear – The Intersection of Fashion, Fabric and Tech	<div>Antje Hundhausen Vice President Brand Experience at Telekom</div> <div>Ahmet Mercan General Manager AlphaTauri & Head of Global Consumer Products Red Bull</div>
	  		<div>Siegfried Winkelbeiner CEO at Schoeller Textiles AG</div> <div>Alexander Mazza (Interviewer)</div>
TALK DATA	14.25 – 14.40 	Data: Retail's Superpower for an Uncertain Era	<div>Kristin Savilia CEO at JOOR</div>
TALK MARKETING	14.40 – 14.55 	Creating brand value through innovative collaboration	<div>Matthias Nebus Co-Founder of MyBudapester.com</div> <div>Markus Reckling Managing Director at DHL Express Germany</div>
	 		
MASTERCLASS ECOMMERCE	15.00 – 15.30 	Winning international markets with the right eCommerce strategy	<div>Frank Wendler Head of Industry e-Commerce & Consumer Products at DHL Express Germany</div>
			
MASTERCLASS WHOLESALE	15.30 – 16.00 	A Call to Wholesale Innovation	<div>Lotti Morrison VP of Product at JOOR</div>
			
TALK RETAIL	16.05 – 16.20 	From Omnichannel to Monochannel Experiences	<div>Steve Lidbury Principal at Eight Inc.</div>
	8		
TALK RETAIL	16.20 – 16.45 	Five Tactics for Winning at Physical Retail	<div>Ana Andjelic CMO at Mansur Gavriel</div>
	MANSUR GAVRIEL		
TALK RETAIL	16.45 – 17.00 	Top performing mega growth retailers and what sets them apart	<div>Mike Mikkelsen CEO at Pilot Digital</div> <div>Stefanie Giesinger Model & Influencer</div>
			<div>Marcus Butler Model & Influencer</div>
MASTERCLASS RETAIL	17.00 – 17.30 	Path Analytics: How heat maps help you understanding your customers	<div>Omar Tello Managing Director at Sensalytics</div>
			
MASTERCLASS CONNECTED FASHION	17.30 – 18.00 	The future of fashion is connected – insights from consumers and top digital marketers	<div>Michele Casucci Founder & CEO at Certilogo</div>
			















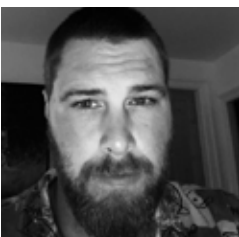



















FASHIONTECH BERLIN AT ALETTO HOTEL – PROGRAMME

DAY 2 15.01.2020 Opening Hours: 10.00 AM – 4.00 PM

FORMAT	TIME	TOPIC	PEOPLE	
SPIEGEL LIVE INTERVIEW	11.00 – 12.00 	Wie viel Wahnsinn braucht man, um erfolgreich zu sein?	 David Fischer Founder of Highsnobiety	 Philipp Westermeyer Founder of OMR
	   		 Anita Tillmann Managing Partner at PREMIUM GROUP	
			<u>Interviewer:</u>  Philipp Löwe Editor at DER SPIEGEL	<u>Interviewer:</u>  Bianca Lang Chief Editor at S-Magazin
MASTERCLASS INNOVATION	12.00 – 12.30   <small>powered by FARFETCH</small>	How to accelerate Innovation in Fashion & Retail	 David Grunwald Vice-President Innovation Farfetch	
MASTERCLASS ECOMMERCE	12.30 – 13.00  	How to build your own online business in the new era of retail	 Adrian Piegsa Founder Tante-E & Shopify Expert	 Jennifer Baum-Minkus Founder & Managing Director at Gitti
PANEL INVESTMENT	13.00 – 13.30       	Where is the money? Growth Capital for Fashion/ Tech in Europe	 Zoe Fabian Managing Director at Eurazeo Growth	 Jana Scharfschwerdt CFO-on-demand for growth companies and Business Angel at Somea Partners
			 Dr. Halima Jarrodi Founder & CEO at This Is HER	 Maria Spilka Founder of Mädchenflohmarkt
			<u>Interviewer:</u>  Maru Winnacker Founding Partner at SUPER GROUP	
MASTERCLASS ARTIFICIAL INTELLIGENCE	13.30 – 14.00  	Beyond AI hype: How we built the world's first AI-powered fashion boutique	 Erich Giordano Business Development Lead – Italy at Nextatlas	
TALK MARKETING	14.00 – 14.35  	Das Digital & Marketing Update	 Philipp Westermeyer Founder of OMR	
LIVE PODCAST MARKETING	14.35 – 15.10   	OMR Live-Podcast: zu Gast Marco Götz	 Marco Götz CEO Drykorn	 Philipp Westermeyer Founder of OMR
INTERVIEW MARKETING	15.10 – 15.40   	Erfolgsstory OMR	 Philipp Westermeyer Founder of OMR	<u>Interviewer:</u>  Sabine Kühnl Editor-in-chief at Sportswear International
MASTERCLASS DESIGN THINKING	15.40 – 16.10  	Making innovation fashionable. How to use design thinking to adapt to digitalization, changing user needs and fast-paced trends	 Giulia Hartz Strategic Designer at PEAK	









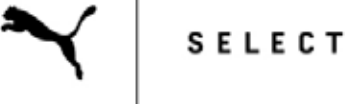












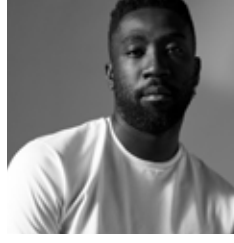

















FASHIONTECH STUDIO AT SEEK GLASHAUS – PROGRAMME

DAY 1 14.01.2020 Opening Hours: 11.30 AM – 4.30 PM

FORMAT	TIME	TOPIC	PEOPLE
PANEL RESPONSIBLE FUTURE	11.30 – 12.30   	ABC of sustainable fashion. Why are we talking about it? 	 Olga Johnston Antonova Co-Founder of Sustainyourstyle  Pauline Marie Treis Founder & CEO at Jungle Folk  Michael Kampe Creative Director at Lee
TABLE TALK RESPONSIBLE FUTURE	13.00 – 13.45    	New Nordic Sustainability - what can we learn from Scandinavian Brands? 	 Fredrik Ekström Creative Director at Tretorn  Rune Orloff Sustainability Consultant at GANNI + Founder/ CEO at Pool  Søren Alling Sørensen Founder and CEO at Res-Res  Henrik Lindholm Sustainability Manager at Sandqvist  Dorothee Sarah Spehar Founder & CEO of DS Agency
PANEL RESPONSIBLE FUTURE	14.15 – 15.15   	Denim & Sustainability: Principal challenges of the denim industry 	 Mathilde Charpail Founder Sustainyourstyle & Sustainable Identity  Tony Tonnaer Founder & CEO of Kings of Indigo  Sabine Kühnl Editor-in-Chief at Sportswear International
TABLE TALK RESPONSIBLE FUTURE	15.45 – 16.30    	Radical Transparency as a branding strategy 	 Marte Hentschel CEO at Sqetch  Marc Finsterlin Founder of PSSBL  Gitta Plotnicki Creative Director at Merz b Schwanen  Sebastián Kopp Co-Founder VEJA & CENTRE COMMERCIAL  Dorothee Sarah Spehar Founder & CEO of DS Agency
GET TOGETHER	17.00 – 18.30	SEEK, Textilwirtschaft & Sportswear International present: „The Big Get Along“	

FASHIONTECH STUDIO AT SEEK GLASHAUS – PROGRAMME

DAY 2 15.01.2020 Opening Hours: 11.30 AM – 5.00 PM

FORMAT	TIME	TOPIC	PEOPLE
TALK BUSINESS	11.35 – 11.55 	 It started with a hose pipe	 Frederik Borst Head of Product and Growth at On Running
TALK ECOMMERCE	12.00 – 12.20 	 The Future of eCommerce	 Derek Morrison Director Europe at Stock X
PANEL ECOMMERCE/ HYPE	12.20 – 13.00    	 Hype: Sneaker Reselling – Destroying or helping the market?	 Helmut Fischer Senior Advisor at PUMA DACH  Derek Morrison Director Europe at Stock X  Marc Leuschner CEO at Overkill
TALK RETAIL	13.30 – 13.50 	 The Future of Retail is not omni-channel but mono-channel	 Steve Lidbury Principal at Eight Inc.
PANEL RETAIL	13.50 – 14.30   	 Back to the future? Online focusing on offline	 Steve Lidbury Principal at Eight Inc.  Camille Tanoh CEO at The Proper Label  Leonardo Papini Business Coach & Retail Expert for Balenciaga, Burberry, Zalando & many more
MASTERCLASS	15.00 – 15.30 	 The Decade Past and The Road Ahead in Wholesale	 Chris Akrimi SVP of Global Sales at JOOR
TALK MARKETING	16.00 – 16.20 	 Why you should treat fashion like skins in Fortnite	 Ismail Boulaghmal Owner & CEO at Clubkind Markting
PANEL MARKETING	16.20 – 17.00    	 When every brand has a collaboration, how do you make yours stand out ?	 Ismail Boulaghmal Owner & CEO at Clubkind Markting  Fredrik Ekström Creative Director at Tretorn  Ainy Owner & Creative Director of Anz
INAN Launch	17.00 – 18.30  	INAN Family and Friends Experience supported by adidas - by invitation only -	

RESPONSIBLE FUTURE TALKS AT

LITERALLY TALKING SPACE

14 JANUARY AT PREMIUM HALL3 A15
LUCKENWALDER STR. 4-6, 10963 BERLIN

10.00 - 13.00

DESIGNPLUS T-SHIRT WORKSHOP

14.00 - 15.00

DAERE NETWORKING EVENT

15 JANUARY AT PREMIUM HALL3 A15
LUCKENWALDER STR. 4-6, 10963 BERLIN

11.30 - 12.30

ABC OF SUSTAINABLE FASHION

PRESENTED BY: SUSTAINYOURSTYLE, OLGA JOHNSTON ANTONOVA, PARTNER

AVOCADOSTORE, MIMI SEWALSKI, MANAGING DIRECTOR
DESIGNPLUS, MIRJA SCHWARTZ, CREATIVE DIRECTOR
M5, SVEN WANDRES, BOARD MEMBER
WOMSH, GIULIA QUAGLIA, DIGITAL MARKETING MANAGER

13.00 - 14.00

TRYING ON SUSTAINABILITY -
CAPSULE COLLECTIONS!

PRESENTED BY: DS AGENCY, DOROTHEE SARAH SPEHAR, FOUNDER

ARMEDANGELS, MARTIN HÖFELER, CEO & FOUNDER
GANT, JESSICA CEDERBERG, GLOBAL HEAD OF SUSTAINABILITY
LEE, MICHAEL KAMPE, CREATIVE DIRECTOR
NATIONAL GEOGRAPHIC APPAREL, PATRICK ANDRIST, CEO OMNIBRAND GROUP
GOOD GARMENT COLLECTIVE, MARITA JABLONSKI, CEO

14.30 - 15.30

PRINCIPAL CHALLENGES OF THE DENIM INDUSTRY

PRESENTED BY: SUSTAINYOURSTYLE, MATHILDE CHARPAIL, FOUNDER

ISKO, ELENA FALESCHINI, GLOBAL FIELD MARKETING MANAGER
ARMEDANGELS, LAVINIA MUTH, CR-MANAGERIN
KINGS OF INDIGO, TONY TONNAER, FOUNDER & CEO

16.00 - 17.00

„SUSTAINABILITY“ MARKETING BUZZWORD OR
NECESSARY INDUSTRY SHIFT?

PRESENTED BY: DS AGENCY, DOROTHEE SARAH SPEHAR, FOUNDER

NORDEN, MAYER VAFI, CO-FOUNDER
BLACKBIRDBERLIN, KATHARINA SCHNÄCKER, OWNER
ECOALF, JAVIER GOYENECHE, PRESIDENT & FOUNDER
SCHÖN MAGAZIN, RAOUL KEIL, FOUNDER & EDITOR IN CHIEF

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