Calendario Eventi

Wednesday 04 May

Registration

TIME 09:00 AM - 09:30 AM Stazione Leopolda

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Welcome speeches

TIME 09:30 AM - 10:15 AM Stazione Leopolda

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Claudio Marenzi – President, Pitti Immagine
Marco Pierini - Vice-President for Technology Transfer, University of Florence
Rinaldo Rinaldi – Scientific Director, e-P Summit

The metaverse: a continuum of technology and experience that reshapes business

TIME 10:15 AM - 11:00 AM Stazione Leopolda

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Tommaso Nervegna - Metaverse Strategy Lead, Accenture
Umberto Cigognini - Art Direction Manager, Accenture

Over the next decade, the Metaverse will revolutionize almost all aspects of life and business, enabling new ways of internal collaboration and interaction with the ecosystem (in virtual spaces, augmented physical places and/or a combination of both), as well as the development of new business lines. For fashion and luxury companies, the advent of the Metaverse represents an opportunity to generate new value through an innovative strategy for managing relationships with customers, partners, and their own digital workforce.

Accenture's vision configures the Metaverse as a continuum of digitally enhanced worlds, realities, and business models. Together we will discover the first steps to take to enter this new dimension: the genesis of MetaBrands.

Coffee break

TIME 11:00 AM - 11:30 AM Exhibition area

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The corporate Digital Content Factory: a new approach to content production and distribution processes. The Max Mara experience

TIME 11:30 AM - 12:00 PM Stazione Leopolda

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Antonio Farini - Group CIO, Group CEO CRM, Group CEO digital division & e-commerce, Max Mara Fashion Group
Stefano Righetti – CEO, Hyphen-Group
Dario D'Elia – Journalist, WIRED

Rinascente on demand: The chat & shop service that brings Rinascente's excellence all over the world

TIME 12:00 PM - 12:30 PM Stazione Leopolda

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Gianluca Pascoli - Head of Marketing Revenue & Brand Activation @La Rinascente
Stefano Rizzi - Managing Director @Global Blue Italy
Davide Mulassano – Project Manager @TESISQUARE

Entrepreneurial creativity, technology, and transparency: some of the key pillars of Panchic's growth

TIME 12:30 PM - 01:00 PM Stazione Leopolda

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Leonardo Dal Bello - Founder & Creative Director, @Panchic
Francesco Marini - Supply Chain Manager @Panchic
Lorenzo Tazzi - Head of Sales @BeSight

Lunch

TIME 01:00 PM - 02:15 PM Exhibition area

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Phygital: a winning format in fashion - TIM's vision

TIME 02:15 PM - 03:00 PM Stazione Leopolda

- Antonio Baldassarra - Responsabile Vertical Marketing&Specialist Retail & Services, TIM

In the new "Phygital" format physical and digital channels merge: it is a new way of building the customer journey with hi-tech solutions combined with an omnichannel approach to create continuity between the physical and digital channels, optimizing the business. The new opportunities arosen also involve points of attention that must be analyzed and addressed: the protection of the 'creative heritage' and IT security, the transformation of the store into a place where to maximize the conversion rate, the "customer insight" from a client centric and non-channel dependant perspective, the digital transformation linked to the Cloud. The speech aims to present TIM's approach and the solutions that the companies of the TIM Group offer to the world of fashion in this path of evolution.

BORBONESE from Heritage to Future: NFC and Blockchain to tell a story of authenticity

TIME 03:00 PM - 03:30 PM Stazione Leopolda

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Elena Verri – ICT Director, Borbonese
Paolo Caffagni – CMO, BrandUp Solutions

A partnership in the name of sustainability: K3-Wuerth Phoenix and the Bradshaw Taylor case

TIME 03:30 PM - 04:00 PM Stazione Leopolda

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Roman Jakob Clara – ERP Business Unit Manager Würth Phoenix
Marco Vergani – Chief Executive Officer, K3 Business Technologies
Paddy Devlin - Head of Business Technology, Bradshaw Taylor

Bradshaw Taylor is an outdoor and lifestyle organisation that has taken numerous retail brands to market throughout the UK, Europe, USA and Canada. As a family-run business established 25 years ago, it has since grown with the acquisition of multiple, respected brands in apparel, footwear and outdoor equipment.

However, the brands under the Bradshaw Taylor umbrella operated independently with their own business and finance functions. Thus, the business sought a solution that could unify the brands and reduce time spent having to manually consolidate data across the nine brands since the existing systems were still disparate and unconnected.

"The IT systems of each brand were outdated and required upgrading," said Paddy Devlin, Head of Business Technology at Bradshaw Taylor. "This was the right time to re-engineer our business so that we could deliver a centralised, best practice solution to drive growth.

"With Xpedition (a K3 partner), we have digitally transformed and re-engineered the way we run our outdoor fashion business brands. The templated rollout process means we are now able to get our brands to market much quicker."

Coffee break

TIME 04:00 PM - 04:30 PM Exhibition area

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Product Experience Management in support of Pinko's digital innovation

TIME 04:30 PM - 05:00 PM Stazione Leopolda

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Marco Ruffa - Digital Transformation Director @Pinko
Antonella Capelli - South Europe Fashion Sales VP @Lectra

The brand has defined a product experience rooted in its design and reinforced throughout its various stages of development. And it is only by focusing on the entire process, including distribution and sale, that the consumer can fully benefit from it.

This is why an integrated "Product eXperience Management" (PXM) platform has become a fundamental component of Pinko's digital transformation and evolution.

Life-cycle management of products based on in-cloud technologies and the use and sharing of data represent a solid point in the continuous digital evolution of the brand.

Achieving efficiency and flexibility through automated supply chain planning

TIME 05:00 PM - 05:30 PM Stazione Leopolda

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Michele Taranzano - Head of Planning Luxury Goods Division, Loro Piana
Paolo Barbagallo –Industry Manager Fashion&Luxury, sedApta

The intervention aims to present the journey made by Loro Piana, moving from a manual planning to an integrated finite capacity planning. From project development to go live, passing through cultural changes and processes redesign

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Gala Dinner

DALLE 20.00 Stazione Leopolda

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Thursday 05 May

Registration

TIME 09:00 AM - 09:30 AM Stazione Leopolda

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Knowledge and transparency: the fashion supply chain as a starting point

TIME 09:30 AM - 11:00 AM Stazione Leopolda

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Orsola De Castro - Founder and Creative Director, Fashion Revolution
Laura Del Noce - ICT Director, Pattern Fashion Engineering & Production
Caterina Occhio - Csr and Sustainability Advisor
Moderated by fashion journalist Antonio Mancinelli

A special panel dedicated to the theme of sustainability and transparency of the fashion supply chains and the most effective strategies to increase the awareness of the final consumer.

Coffee break

TIME 11:00 AM - 11:30 AM Exhibition area

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Sustainable unified commerce: organization, processes, and stock

TIME 11:30 AM - 12:00 PM Stazione Leopolda

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Luigi Pontillo - ICT director, UNIEURO
Emmanuele Gallo - Head of Supply Chain Management Consulting, Sopra Steria Italia

SAP by Vistex solutions in Private Cloud as a driver in Safilo's digital evolution to optimize the commercial components of corporate profits

TIME 12:00 PM - 12:30 PM Stazione Leopolda

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Mirco Lucchetta- ICT Associate Director EMEA and HQ, Safilo

Safilo's digital evolution towards the optimization of the entire chain of determination of the pocket price, to provide support for the analysis of the effects resulting from the commercial policies adopted and acquire the necessary reactivity to define the actions aimed at increasing the company's margin. With SAP Add-on's by Vistex, from advanced price list management to customer bonuses, passing through incentives to the sales organization, for an optimal coverage of SAFILO's strategic processes in the migration path to SAP S/4 HANA Private Cloud Edition.

The importance of an integrated approach of Cyber Security in the Digital Transformation

TIME 12:30 PM - 01:00 PM Stazione Leopolda

- Roberto Marzocca - Global Sales Support and Portfolio Director, s3k

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Lunch

TIME 01:00 PM - 02:15 PM Exhibition area

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The future of Fashion with the Google Cloud

TIME 02:15 PM - 03:00 PM Stazione Leopolda

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Laura Fornaro - Fashion Enterprise Account Executive, Google Cloud Italy
Onofrio Petragallo - Customer Engineer AI & Analytics, Google Cloud Italy

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From costing to integrated supply chain collaboration with IOT

TIME 03:00 PM - 03:30 PM Stazione Leopolda

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Stefano Zecchi - CFO, BMB Manifattura Borse SpA
Marco Lombardo - CEO, Laiotech

Implementation of software for product costing definition and supply chain integration with the introduction of collaborative system with automatic tracking of production progress through IOT.

Metaverse: Accelerating businesses' leap into the future

TIME 03:30 PM - 04:00 PM

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Roberto Acquaviva - Sector Lead Fashion, Ecommerce, Travel - Meta

What is the Metaverse? What marketing opportunities does the metaverse offer today, and tomorrow? Together we will explore the new frontiers of marketing and practical solutions for telling more immersive stories, create more meaningful connections with people, and raise awareness around the tools that exist today that can be considered bridges to the metaverse to come in 5 to 10 years.

Coffee break
TIME 04:00 PM - 04:30 PM Exhibition area

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Round table: The future of retail and the new role of physical stores
TIME 04:30 PM - 05:15 PM Stazione Leopolda

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A conversation featuring Chief Information Officers of important international fashion brands and experts about the role of physical stores in the current business scenario. Despite the profound changes taking place in retail, physical stores remain a reference for luxury brands, where product purchases will become more and more like an event, for which high-profile customers are willing to pay.
With:
Antonio Farini - Group CIO, Group CEO CRM, Group CEO digital division & e-commerce, Max Mara Fashion Group
Antonio Fratta Pasini - Head of IT, Calzedonia Group
Giacomo Santucci - President, Camera Buyer Italia
Moderated by Marc Sondermann, Editor in Chief and CEO of FASHION Magazine

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Closing of the meeting
TIME 05:15 PM - 05:30 PM Stazione Leopolda

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Rinaldo Rinaldi – Direttore Scientifico e-P Summit