

FASHION20 CONNECT24

 **BOGA SPACE**
MILANO

26
MARZO
16.00-19.30

16:00 - 16:20 | Accredito ospiti

16.20 - 16.25 | Welcome a cura di Retail Hub

16.25 - 17.15 | Roundtable “Fashion e Innovazione”

- Simone Marzorati, Global Senior Program/Release & eCommerce Digital Strategist Manager, Michael Kors
- Marco Formento, Global Innovation Director, Dolce & Gabbana
- Filippo Vadda, CEO, Il Lanificio

Chairwoman: Elisabetta Marafioti, University of Milano Bicocca & Bocconi

17.15 - 17.30 | Deep Dive: 3 Innovations Changing the Fashion World

- Omar Fogliadini, Managing Partner, Lifedata
- Ersel Gökmen, CEO, Buy Buddy
- Giovanni Alberto Sala, CCO, Tokenance

17.30 - 18.20 | Roundtable “Il Futuro dell'E-commerce e le Nuove Strategie Omnichannel”

- Alessandro Leoni, ERP Manager eCommerce and Retail - Digital & Technology Manager for EMEA region, VF Corporation
- Marica Paolicchi, E-commerce Manager, René Caovilla
- Marcello Messina, Worldwide Head of Global E-Business, Tod's

Chairwoman: Elisabetta Marafioti, University of Milano Bicocca & Bocconi

18.20 - 18.30 | Q&A e Conclusioni

18.30 | Aperitivo di Networking

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MAIN PARTNER



STARTUP PARTNER

buybuddy

11010
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lifedata

 **TOKENANCE**



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