



FASHIONTECHBERLIN

CONFERENCE & EXHIBITION

THE CONFERENCE ON THE FUTURE OF FASHION

TUE, 16 JANUARY 2018

NEW LOCATION

KRAFTWERK BERLIN

PRESENTED BY OLE TILLMANN

LISTEN!

#STAGE - GET INSPIRED BY TOP-NOTCH KEYNOTES!

- 11:00 ANITA TILLMANN (MANAGING PARTNER, PREMIUM GROUP)**
OLE TILLMANN (FOUNDER AND CEO, PEAK CREATIVE LEADERSHIP)
WELCOME: FASHIONING THE FUTURE!
- 11:10 MAX GILGENMANN (CONSULTANT, SUSTAINABILITY IN FASHION AND TEXTILES)**
OLAF SCHMIDT (VICE PRESIDENT TEXTILES AND TEXTILE TECHNOLOGIES, MESSE FRANKFURT)
KICK-OFF!
FASHIONSUSTAIN BERLIN THINKATHON: SUSTAINABILITY X TECHNOLOGY
- 11:15 CHARLES BERNARD (PRODUCT MANAGER, LYST)**
ETIENNE MARTIN (PRODUCT MANAGER, LYST)
FACILITATING A SEAMLESS AND INTEGRATED RETAIL EXPERIENCE THROUGH MOBILE COMMERCE
- 11:30 ANDRES SOSA (EXECUTIVE VICE PRESIDENT OF SALES, MARKETING AND CREATIVE, THE OUTNET)**
REDEFINING THE PREVIOUS SEASON MODEL AS A GLOBAL FASHION BUSINESS
- 11:50 FIORINA BENVENISTE-SCHULER (CEO, SELEC.TO)**
TRANSFORMING THE B2B EXPERIENCE THROUGH DIGITAL INNOVATIONS
- 12:05 DR. ANDREAS ANTRUP (MANAGING DIRECTOR, ZALANDO MEDIA SOLUTIONS)**
THE Z-MISSION: BREAKING DOWN THE MARKETING SILOS
- 12:20 ALEXANDRA BONDI DE ANTONI (EDITOR IN CHIEF, I-D GERMANY)**
ELOISE KING (GLOBAL EXECUTIVE PRODUCER, I-D AND EXECUTIVE PRODUCER, VICE UK DIGITAL)
FRANZISKA MÜLLER VON DER AHÉ (CO-FOUNDER, GLUTAMAT)
SYLVIE WEBER (FREELANCE FILMMAKER)
HOW VIDEO CONTENT IS SHAPING DIGITAL STORYTELLING
- 12:45 CLOUDY ZAKROCKI (EDITORIAL DIRECTOR, REFINERY29 GERMANY)**
FOUR RULES TO CREATE A SUCCESSFUL BRAND FOR FEMALE MILLENNIALS
- 13:00 LUNCH BREAK**
- 14:00 SUNG-JOO KIM (FOUNDER AND CHIEF VISIONARY OFFICER OF SUNGJOO GROUP,**
CHAIRPERSON OF MCM HOLDING AG)
MELISSA DRIER (GERMAN CORRESPONDENT, WWD)
THE JOURNEY AND TRANSFORMATION OF A GLOBAL LUXURY BRAND INTO THE DIGITAL ERA
- 14:25 SUSANN HOFFMANN (FOUNDER, EDITION F)**
NORA-VANESSA WOHLERT (FOUNDER, EDITION F)
CREATING CHANCES CALLS FOR BREAKING RULES!
- 14:40 SIMONE HARTMANN (MANAGING PARTNER, HARTMANN CONSULTANTS)**
CHRISTOPHER KNOCH (CONSULTANT, HARTMANN CONSULTANTS)
THE DIGITAL LEADER'S MINDSET:
MASTERING THE DIGITAL TRANSFORMATION IN THE LIFESTYLE INDUSTRY
- 14:55 NICOLE GAIZIUNAS (MANAGING DIRECTOR, XU)**
ANNOUNCEMENT!
MASTERCLASS: FUTURE SKILLS - A DIGITAL READINESS CHECK
- 15:00 BROCK CARDINER (EDITORIAL DIRECTOR EU, HIGHNOBIETY) AND SPECIAL GUEST**
INNOVATIVE FABRICS AND HOW THEY'RE SHAPING THE FASHION LANDSCAPE
- 15:15 AHMET MERCAN (HEAD OF GLOBAL CONSUMER PRODUCTS,**
RED BULL AND GENERAL MANAGER, ALPHATAURI)
HOW THE DEMAND FOR FASHION, TECHNOLOGY AND
FUNCTION IS CHALLENGING THE FASHION INDUSTRY
- 15:35 FABIAN VOGELSTELLER (ETHEREUM DEVELOPER AND FOUNDER, LUKSO)**
HOW BLOCKCHAIN AND SMART CONTRACTS WILL CHANGE THE FASHION INDUSTRY
- 15:50 ANNA ALEX (FOUNDER, OUTFITTERY)**
TIM DÖRPMUND (DEPARTMENT HEAD DIGITAL, TEXTILWIRTSCHAFT)
HOW TO CREATE THE PERFECT OUTFIT BY COMBINING HUMAN AND ARTIFICIAL INTELLIGENCE
- 16:10 MATTEO WARD (CEO AND CMO, WRÄD)**
CAN MARKETING DRIVE CHANGE? THE ROLE OF A PURPOSE
- 16:25 OLIVER KANN (FOUNDER, SARDIN)**
RUNE ORLOFF (FOUNDER, SARDIN)
KICKSTARTING AN ECO-CENTRIC MINDSET
- 16:45 GOODBYE**

LEARN!

#MASTERCLASSES - DEEPEN YOUR KNOWLEDGE AND STRENGTHEN YOUR DIGITAL COMPETENCES!

- 12:25 STEFANO BALESTRA (MANAGING DIRECTOR, COLLABARY BY ZALANDO)**
DR. ANDREAS ANTRUP (MANAGING DIRECTOR, ZALANDO MEDIA SOLUTIONS)
PT.1 ZMS: ZMISSION - AN ACTIONABLE WAY TO SEGMENT FASHION CUSTOMERS VIA ZMS
PT.2 COLLABARY: HOW TO HARNESS THE POWER OF VOICES, A.K.A. INFLUENCERS
- 15:00 DR. JUSTUS BROSS (DIRECTOR CO-CREATION, XU)**
FUTURE SKILLS - A DIGITAL READINESS CHECK
- 16:00 MARJORIE HERNANDEZ (FOUNDER, LUKSO)**
THE FUTURE OF THE FASHION INDUSTRY ON THE BLOCKCHAIN

EXPERIENCE!

#EXHIBITION - ENCOUNTER THE FUTURE OF FASHION!



LIFE IS FOR SHARING.

