



FASHIONTECHBERLIN

THE TECH CONFERENCE FOR THE FASHION INDUSTRY

THURSDAY, 4 JULY 2019

FESTSAAL KREUZBERG

AM FLUTGRABEN 2, 12435 BERLIN

PRESENTED BY OLE TILLMANN (PEAK CREATIVE LEADERSHIP)



#LISTEN! STAGE

GET INSPIRED BY KEYNOTE PRESENTATIONS FROM LEADING EXPERTS ON STAGE

11:00 ANITA TILLMANN (MANAGING PARTNER, PREMIUM GROUP & FOUNDER, #FASHIONTECH BERLIN) OLE TILLMANN (FOUNDER & CEO, PEAK CREATIVE LEADERSHIP & INITIATOR, #FASHIONTECH BERLIN) MICHAEL STRACKE (CHIEF BUSINESS DEVELOPMENT OFFICER, #FASHIONTECH BERLIN) FASHIONING THE FUTURE!

TALK SUSTAINABLE FUTURE

11:10 PIETRO BOSELLI (FOUNDER, PETRA DESIGN) JOURNEY TOWARDS A MODERN AND SUSTAINABLE SPORTSWEAR BRAND

11:25 LISA BANHOLZER (CO-FOUNDER & HEAD OF CONTENT, BLOGGER BAZAAR) TANJA TRUTSCHNIG (CO-FOUNDER & CREATIVE HEAD, BLOGGER BAZAAR) INTERVIEW: MINDFULNESS - RETHINKING CONSUMPTION

11:40 SANDEEP VERMA (MANAGING DIRECTOR EUROPE, ALLBIRDS) INTERVIEW: MAKING A BUSINESS CASE FOR SUSTAINABILITY

12:00 #LEARN! AND DO #BUSINESS! MASTERCLASSES & NETWORKING BREAK

TALK DIGITAL BUSINESS

13:05 BRIAN GREVY (CEO, GANT) PURPOSE DRIVEN BRAND CONVERSATION IN A DIGITAL LANDSCAPE

13:25 LUISA KROGMANN (FOUNDER & CEO, AEYDE) HOW TO BUILD A BRAND IN THE DIGITAL AGE

13:40 CLAUDIA RAFAEL (ART DIRECTOR, SELAM X) LUKAS RUDIG (HEAD OF THE AI DEPARTMENT, SELAM X) LUKAS HENRI SCHMECK (CREATIVE DIRECTOR IN THE FIELD OF CGI, 3D AND REAL-TIME, SELAM X) MATE STEINFORTH (MANAGING PARTNER AND EXECUTIVE CREATIVE DIRECTOR, SEHNSUCHT BERLIN) MORITZ TONTSCH (LEAD OF FACEFILTER DEPARTMENT AND AR DEVELOPER, SELAM X) SEBASTIAN ZIMMERSACK (CREATIVE DIRECTOR & COMMUNICATION, SELAM X) SEBASTIAN BAALBAKI & ELIAS BAUHAUS (VR-DEVELOPERS, SELAM X) IF YOU DON'T KNOW, NOW YOU KNOW. FASHION + TECHNOLOGY = LOVE.

14:00 #LEARN! AND DO #BUSINESS! MASTERCLASSES & NETWORKING BREAK

TALK STREET CULTURE

15:05 AARON LEVANT (CEO, NTRK) SHOPPING AT THE SPEED OF CULTURE

15:20 MICHAEL MICHALSKY (FASHION DESIGNER) INTERVIEW: FASHION X MUSIC AND HOW THEY INFLUENCE EACH OTHER

15:40 TOM WOODGER (VP BRAND ACTIVATION, STOCKX) TOPIC TBC

16:00 #LEARN! AND DO #BUSINESS! MASTERCLASSES & NETWORKING BREAK

TALK E-SPORTS & GAMING IN THE FASHION INDUSTRY

17:05 KNUT BERGEL (COO, H4X) ISMAIL BOULAGHMAL (CEO, CLUBKIND MARKETING) JENS HILGERS (FOUNDING PARTNER, BITKRAFT) PANEL: E-SPORTS - FROM NERD TO POP CULTURE. IS GAMING THE NEXT LEVEL SPORTSWEAR?

17:30 JOE NICKOLLS (VICE PRESIDENT & GM, EA MAXIS) ANDREA HOPELAIN (VP OF GLOBAL BRAND MARKETING, EA SPORTS) GABRIELE MAGGIO (GENERAL MANAGER, MOSCHINO SPA) PANEL: FASHION GAME CHANGERS - USING GAMES AS A MEDIUM TO DRIVE ENGAGEMENT AND SELF-EXPRESSION

17:55 GOODBYE



#LEARN! MASTERCLASSES

BENEFIT FROM THE KNOWLEDGE OF SUCCESSFUL COMPANIES AT THE INTERACTIVE MASTERCLASSES

12:00 RAJESH NARKAR (VP MYNTRA FASHION BRANDS, VORTA / MYNTRA) AI POWERED INSIGHTS TO TRANSFORM YOUR FASHION BUSINESS - LEVERAGE THE POWER OF DATA TO DISCOVER NEW TRENDS

12:30 PRESENTED BY POLIMODA LISA LANG (CEO & FOUNDER, THEPOWERHOUSE GMBH) GABRIELE MOSCHIN (HEAD OF EDUCATION, POLIMODA FASHION BUSINESS & ART DIRECTION DEPARTMENT) THE FUTURE OF FASHION EDUCATION - KEY-SKILLS TO SUCCEED FOR THE NEXT GENERATION

14:00 ALEX BAUMANN (CEO & CO-FOUNDER, BUERO 112) AN ONLINE SHOP IS NOT ENOUGH - DESIGNING A BRANDED ECOSYSTEM THAT SATISFIES YOUR CUSTOMERS!

14:30 PRESENTED BY TELEKOM FASHION FUSION JOHANNA JASKOWSKA ANDY PICCI ASSAF REEB WHAT ARE WE GOING TO WEAR IN THE FUTURE? AR FILTERS AND DIGITAL COLLECTIONS



#LEARN! WORKSHOPS

BENEFIT FROM HANDS ON INFORMATION AND LEARNINGS DURING IN-DEPTH WORKSHOPS

12:00 RAINER DEN OUDEN (PARTNER, 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



#EXPERIENCE! EXHIBITION

EXPLORE THE LATEST DEVELOPMENTS, INNOVATIONS AND BUSINESS SOLUTIONS IN THE EXHIBITION AREA

CONFERENCE PARTNERS



EXHIBITORS, MASTERCLASSES & WORKSHOPS



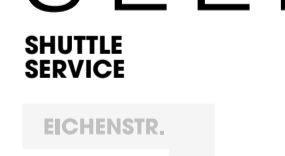
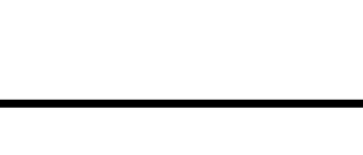
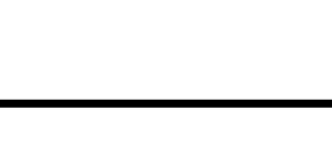
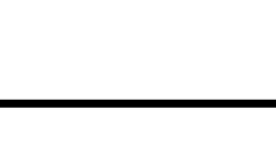
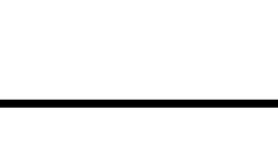
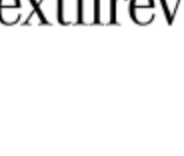
DIGITAL MASTERCLASS



START-UP AREA



MEDIA PARTNERS



HALLPLAN

SEEK

SHUTTLE SERVICE

