



AGENDA

Virtual live
POWWOW ARENA
STREAMING FB & YT

18 19 20 MAY 2021

live from MILAN
ACQUARIO CIVICO

fashiontechweek.it
get your **free** ticket

THE VIRTUAL EVENT DEDICATED TO
THE FUTURE OF THE **FASHION, BEAUTY**
AND **LIFESTYLE** INDUSTRY

TALKS, INTERVIEWS, EXPO

Guests from all over the world, inspirational speeches, workshops and all the news from the fashion tech world.

From storytelling to expo, digital and interactive runways. International products, textile and solutions.

LIVE FROM THE **POWWOW ARENA**
STREAMING LIVE **FB** AND **YT**
LIVE FROM **MILAN - ACQUARIO CIVICO**

**A VIRTUAL ENGAGING
EXPERIENCE**

Welcome to the PowWow Virtual Arena, a place where style meets technology. Create your own avatar and walk into our spaces, meet other attendees and guests and live real networking activities.



PATROCINIO
Comune di
Milano



GOOD FASHION 18 MAY 2021

GOOD FASHION

18 MAY 2021

POW STAGE

10:40 Innovation in sustainable fashion
Elisa Serafini, FEI
Nicola Camurri, FEI
Isabella Tonelli - Vivienne Westwood
Fabiana Orlandi - UNIC
Rocco Colucci - Brandart
Gianvito D'Onghia - Creative Capital
Alberto Monti - Tondo

12:40 Pink Green
Francesca Manfredi, The Sustainable Mag
Paola Vinci, The Sustainable Mag
Francesca Pievani, FiliPari
Alice Zantedeschi, FiliPari
Elena Prestigiovanni, Good Sustainable Mood
Adriana Santanocito, Ohoskin

15:00 Sartoria Digitale.
Dalla creazione del cartamodello, alla progettazione delle texture, fino alla realizzazione del modello 3D su avatar tramite l'utilizzo di CLO 3D
Fondazione Mondo Digitale & Dama Academy

17:00 Taking nature to the next level
Amit Gautam, Textile Genesis
Giannis Tzortzis, Supreme Green Cotton
Elisabetta Baronio, Timberland
Manel Subirats, Green Dyes
Giusy Bettoni, C.L.A.S.S.

20:00 Startup Battle by The Startup club
Mathilde Vaddè, The Startup Club
Edoardo Costa, SF Deal
Giorgio Ferrari, @quo-d
Annamaria Tartaglia, Angels4Women
Timo Schulze, PAPA OSCAR Ventures
Isabelle Harvie-Watt, Cultus Group
Marina Atarova, FASHHACK

ARENA

ALL DAY

EXPO AREA

NETWORKING AREA

CORNER

ACTIVITIES



TALK



INTERVIEW



MASTERCLASS

*TIME ZONE CET

GOOD FASHION

18 MAY 2021

WOW STAGE

- 10:00 Welcome**
Team PowWow
Nicoletta Ancora, Acquario Civico
- 10:20 Opening**
Jordana Guimaraes,
Fashinnovation
- 10:40 Green is the new black**
Sarah Garner, Retykle
Jordana Guimaraes, Fashinnovation
- 11:00 Re-born Textiles**
Viktoria Kanar, Re-fresh Global
Jordana Guimaraes, Fashinnovation
- 12:00 Change the process**
David Clementoni, Italian Artisan
- 12:20 FORWARD FASHION**
Aysha Khalifa Al Romaihi, Qatar
Development Bank
Giusy Cannone, FTA
- 12:40 How does upcycling fit into the current fashion system?**
Paula Menéndez Pausa, Isla
Collective
Ghislain Henno, UPCYBOM
Olga Kotova, Masha with Maria
Rosa D., Upcyclick
- 13:20 La forma è sostanza: come aumentare le vendite migliorando la UX**
Benedetto Lamacchia, App quality
- 13:40 Moda e Musica**
Oliviero Toscani
Charlie Rapino
Marco Salom
Ilaria Cuomo
- 14:40 Conscientious Luxury**
Pamela Danziger, Forbes.com
Martina Olbert, Meaning Global
- 15:20 Fashion Independent**
Rebecca Morter, Lone Design Club
Francesca Manfredi & Paola Vinci,
The Sustainable Mag
- 15:40 Recycled Fashion**
Sonia Tanoh, The Proper Label
Francesca Manfredi & Paola
Vinci, The Sustainable Mag
- 16:00 Changing The Fashion World**
Muchaneta Kapfunde, Fashnerd.com
Marta Waydel, iKleid
Kadine James, The Immersive Kind
- 16:40 From seeds to trees**
Rebecca Ravenni, The Creative Valley
Inès Salhi, The Creative Valley
Cyril Bertrand, The Creative Valley
- 17:00 The marketplace app for live streaming shopping**
Marco Giannone, Indaco
- 17:20 Ethical Fashion**
Francesca Kennedy, IX Style
- 17:40 The sustainable side of Italy**
Emanuele Bianchi, R3unite
Piero Puttini, Renoon
Alessandro Lovisetto, Artknit Studio
- 18:30 Special GUE**
Guè Pequeno, Rapper



TALK



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SPECIAL GUEST

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ONLINE
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POWOW
FASHION TECH WEEK



NEXT FASHION 19 MAY 2021

POWOW
FASHION TECH WEEK

NEXT FASHION

19 MAY 2021

POW STAGE

10:30 **Why and How to Re-Think the Fashion Supply Chain**

Aniela Hoitink, MycoTEX

10:50 **Real Time Fashion**

Andrey Golub, ELSE Corporation

11:30 **Boosting the EU fashion ecosystem**

Fabrice Jonas, myfashiontech

Giusy Cannone, FTA accelerator

Gabriella Scapicchio, Le Village by CA

Peter Jeun Ho Tsang, Beyond Form

Inès Salhi, The Creative Valley

Joana Lacerda, The Power House

12:30 **Innovation in Fashion**

Gabriele Ferrieri, ANGI

Marina Martinetti, Economy

Fabio Biccari, dfarm

Sara Noggler, Blockchain steering

Committee Assolombarda

Fabio Viola, Gamification Designer

Mariangela Pepe, Graffity for Smart City

Isabelle Caillaud, Byd Sustainability

Elisa Serafini, FEI

15:10 **Innovation vs Tradition: the pursuit of a new Authenticity**

Donatella Lorato, European School of Economics

Donatella Daniela Acquati, Advisor and change facilitator

Giulia Rinaldo, Accenture

Silvia Pettinicchio, Marketing

strategist and professor

Giorgio Ferrari, @quo-d

16:10 **Digital Fashion class.**

Progettare con software open source per la fabbricazione digitale.

Produrre capi on demand, a chilometro zero, grazie alla manifattura distribuita e alla rete dei fablab.

Fondazione Mondo Digitale & Wemake

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- 10:00** **Welcome**
The PowWow Arena
- 10:10** **Approccio strategico al 3D Virtual Prototyping**
Leonardo Raineri, Miroglio Group
- 10:30** **Tech Tools for the Future of Fashion**
Enara Nazarova, ARMOAR
Mauro Mastronicola, TwinOne
Chengxi Wang, Satori
- 11:10** **A Digital Fashion House**
Kerry Murphy, The Fabricant
- 11:30** **Women in Fashion**
Maria Chiara Scafuro, Pink
Giorgia Fiore, Designer e content creator
Angelica Basile, Digital content creator
Ilaria Cuomo, PowWow
- 12:10** **The intersection of games and responsible fashion**
Marta Waydel, iKleid
- 12:30** **AI & Robotics**
Céline Delaugère, Eva Engines
Francesca Manfredi & Paola Vinci, The Sustainable Mag
- 12:50** **Next Runways**
Aileen Carville, SKMMP
Céline Delaugère, Eva Engines
Mao Lin Liao, Reblika
Gabriella Sapone, JOOR
Shivang Desai, Bigthinx
- 14:50** **Fashion's Virtual Creative Economy**
Enara Nazarova, ARMOAR
- 15:10** **Robotic Couture**
Anouk Wipprecht, designer
- 15:30** **How to create impactful and successful digital collection launches**
Gina Gulberti, Launchmetrics
- 15:50** **Pillole digitali: AI e moda**
Fabio Moioli, Microsoft
- 16:10** **The Metaverse**
Muchaneta Kapfunde, Fashnerd
Mao Lin Liao, Reblika
Sallyann Houghton, Epic Games
Enara Nazarova, ARMOAR
- 17:10** **Building Fashion tech startup ecosystem**
Peter Jeun Ho Tsang, Beyond Form
Christian Layolle, The Mills Fabrica
Christine Goulay, Pangaia
- 17:40** **Invest in Fashion**
Diletta Livi, Alchimia Investments
Marcello Tedeschi, Alchimia Investments
Carolina Grassi, SF Deal
Davide Scafuro, Pink
- 19:00** **Punk Wow**
Paul Cook, Sex Pistols
Marky Ramone, R'n'r Hall of Famer
Max Parisi, RadioFreccia



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DIGITAL FASHION 20 MAY 2021

DIGITAL FASHION

20 MAY 2021

POW STAGE

- 10:30** **Virtual Commerce, A Natural Evolution of E-commerce?**
Alex "Delz" Erinle, Thrill Digital
- 10:50** **Inclusive Fashion**
Angela Bianchi, Virgoimage
Camilla Olson, Savitude
Francesca Manfredi & Paola Vinci, The Sustainable Mag
- 11:30** **Destination Italy**
Angelo Coletta, Zakeke
Jacopo Sebastio, Velasca
Valerio Giannini, Lanieri
David Clementoni, Italian Artisan
Michele Cesario, ComeHome
Alessandro Monticone, FabbricaTorino
Andrea Carpineti, Future Fashion Solutions
- 12:50** **The Secret of Fashion Business**
Giulio Finzi, NETCOMM
Laura Puricelli, DRESS FOR GOOD
Stefania Saviolo, Bocconi
Jacopo Moschini, MyChicJungle
Gabriele Ferrieri, ANGI
Nicola Camurri, Altavia Italia
Davide Scafuro, Pink
Francesca Manfredi & Paola Vinci, The Sustainable Mag
- 15:10** **Fenomeno Dropshipping**
Alberto Valas, BDroppy
- 16:15** **Next Fashion**
Oskar Metsavaht, Osklen
- 16:30** **The Future of Fashion by Fashionnovation**
Marcelo Guimaraes, Fashionnovation
Oskar Metsavaht, Osklen
Elle B. Mambetov, Elle B. Zhou
Burak Cakmak, The Digital Fashion Group
- 18:30** **Digital Made Contest, Premiazione**
Mirta Michilli, Fondazione Mondo Digitale
Aldo Sollazzo, Noumena
Ilaria La Manna, Architect and designer
Luca Leonardi, Consorzio ARCA
Alessio Tommasetti, Architect
Mia Vilardo e Riccardo Polidoro, Studio Elitre

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- 10:00** **Welcome**
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- 10:10** **The fancy age of audio**
Giorgia Asti, Spotify
- 10:30** **Change the Fashion Rules**
Benedetta De Luca, model
Angela Bianchi, Virgoimage
- 10:50** **E-commerce Mania**
Jenny Izaguirre, Shopify
- 11:10** **The new way to experience fashion**
Angelo Coletta, Zakeke
- 11:30** **How Startups disrupt the Beauty Industry**
Andrea Sasso, Skinlabo
- 11:50** **The Future of Beauty**
Andrea Sasso, Skinlabo
Ashley Watton, FOREO
Mario Parteli, Abiby
- 12:50** **Fashion, Star Wars and the Digital Transformation**
Susanna Nicoletti, Luxury and fashion expert
- 13:10** **The Digital Education in Fashion**
Sandra Campos, Fashion Launchpad
- 14:00** **Fashion & Technology**
Michael Toner, Threedium
Natalie Johnson, Neuno
Irene-Marie Seelig, AnamXR
- 14:30** **Global FashionTech New Disruptions**
Stefano Galassi, Startupbootcamp
Global FashionTech
- 14:50** **JOOR**
Gabriella Sapone, JOOR
- 15:10** **Social and Fashion: how to win Gen Z (and all the others)**
Boukar Sall, Plaiz
- 15:30** **Digital R-evolution**
Maria Chiara Scafuro, Pink
Davide Scafuro, Pink
- 16:30** **The Startup Village**
Gabriella Scapicchio, Le Village by CA Milan
- 16:50** **The Fabric of Reality**
Sam Field, RYOT - Verizon
Damara Ingles, Designer
Sutu, Futurist and XR artist
- 17:30** **The Content House**
DEFHOUSE
- 18:30** **The Immersive Kind**
Kadine James, The Immersive Kind
Lucy Wheeler, The Immersive Kind
Lorna Inman, Artist
Fabio Rovai, IK Artist



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