

DAGORÀ

LifeStyle • Innovation • Hub

**Where People Come First**

**Community Day – Digital Health**

April 9th, 2025





# OUR MISSION AND VALUES



**We are a membership-based community that connects C-Level and decision-makers to inspire innovation and facilitate knowledge sharing in the Lifestyle sector.**

**PEOPLE  
FIRST**

**INNOVATION**

**EXCELLENCE**

**COMMUNITY**



# WHO WE ARE

**We are a Community of C-level managers,  
entrepreneurs and experts in the Lifestyle sector**

**DIGITAL  
HEALTH**

**FOOD &  
BEVERAGE**

**FASHION  
& LUXURY**

**TRAVEL**

**COSMETICS**

**DESIGN**



# OUR COMMUNITY



+110 active members

+3'000 brands in database

+2'000 yearly event attendees



# DRIVING INNOVATION THROUGH

## EVENTS & PEER TO PEER EXCHANGE

MAIN EVENTS

INDUSTRY DEEP DIVES & 1-1  
MEETINGS

COMMUNITY DAYS

VIP EVENTS & INVESTORS DINNERS

## TRAININGS, WORKSHOPS & SPECIAL PROJECTS

INDUSTRY WORKSHOP

IB "FASHION & LIFESTYLE"

MARKET STUDIES & TRAINING

WEBINAR

## WORKING SPACES

PRIVATE OFFICES

COWORKING SPACES

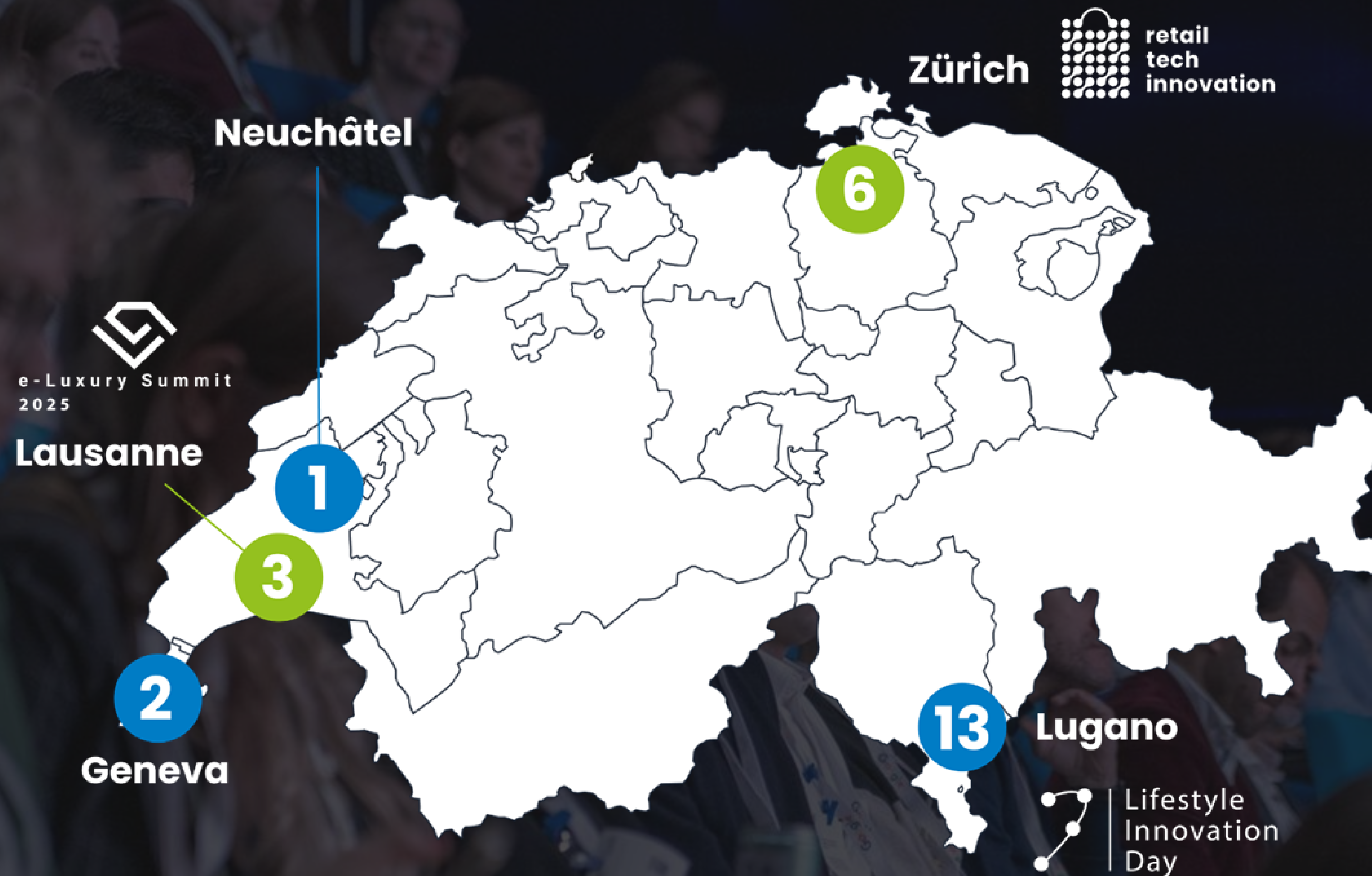
MEETING ROOMS

EVENT ROOM



# OUR EVENTS ACROSS SWITZERLAND

Connecting people from all the main Swiss regions





# Community Days

Hosted by our Members Lifestyle Brands

Community Days are small events hosting from 30 to 50 C-level managers, entrepreneurs and Industry experts from medium and large enterprises, including:

- Community members
- Brands
- Tech Service Providers
- Academia
- Selected Guests
- Investors

Community Days planned for 2025 are in collaboration with:







# Industry Deep Dives

Half Day Events with ad-hoc Industry focus


An afternoon long networking and keynote speeches event with decision makers and top-notch expertise from vertical Lifestyle industries.

26 JUN | BEAUTY

CONFIRMED SPEAKERS

Industry Deep Dive

EN



JUN 26 2025

Beauty

Lugano, Switzerland from 14:00



intercos GROUP



SHISEIDO



Angelini Beauty



VALMONT

SEP 25 | FASHION TECH

CONFIRMED SPEAKERS

Industry Deep Dive

EN



SEP 25 2025

Fashion Tech

Lugano, Switzerland



Velasca MILANO



SALOMON



EssilorLuxottica



VF





# VIP Investor Dinners

May 4<sup>th</sup> – Lugano  
June 5<sup>th</sup> – Lugano  
September 17<sup>th</sup> – Zürich

## LEARN

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Learn about **investment opportunities** and get to know the **latest novelty trends** in investments by attending a VIP dinner with **investors, hand-picked executives** and **decision-makers**.

## CONNECT

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Connect with **managers, experts** and **entrepreneurs** in the Investments & Tech space to **broaden your network**.

Meet **private equity** and **investors** in order to explore **new investment opportunities**.





# Executive Workshops

## WHAT ARE INDUSTRY WORKSHOPS ABOUT?

Closed-door workshop of **20/25 managers from a given Industry** and **tech world** discussing about **innovation** and **industry priorities**, **exchanging experiences** and **best practices**

## HOW DOES IT WORK?



Design-thinking **workshop** to facilitate **peer discussion** and defining **key areas** for innovation



Formalization of a **report on innovation** in the Luxury world to be **shared among participants**

## WHAT ARE THE GOALS?

**Exchange experiences** and **network** with **top executives** and **experts impacting** a given Industry

**Facilitate peer-to-peer connection** and **new opportunities**





# Executive Trainings

## CONTINUE LEARNING

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**Trainings** to help **managers** and their teams to deal with **market challenges**, stay up to date with **latest trends**, grow **knowledge base**, **improve skills** through ad-hoc sessions or structured programs, from basics to advanced themes

## UPCOMING TRAININGS

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SEPTEMBER 16<sup>TH</sup>

**ARTIFICIAL  
INTELLIGENCE**

DECEMBER 2<sup>ND</sup>

**SUSTAINABILITY &  
REGULATIONS**





# Lifestyle Innovation Day

Lugano – May 19th @Lugano Arte e Cultura



The Lifestyle Innovation Day is an exceptional opportunity to gain insight & knowledge, create business opportunities with some of the leading brands in fashion, beauty and sportswear, gaining visibility and reputation as an innovator in the field.



**700+** Attendees



**100+** Brands



**80+** Speakers



**2** VIP Aperitifs







## Lifestyle Innovation Day



**Jacopo Sebastio**  
Founder & CEO

**Velasca**  
MILANO



**Laura Benedettino**  
Global Digital Director

**DAINESE**



**Andrea Franchi**  
Global Director Digital Wholesale  
Solutions

**adidas**



**Jarvis Macchi**  
Global Brand Director Persol

**EssilorLuxottica**



**Ilaria Barone**  
Brand and Digital Marketing  
Director

**yamamay**



**Victor Duran**  
CEO

**NORTH SAILS**



**Marco Benasedo**  
Chief Information Officer

**BOGGI**  
MILANO



**Matteo Molon**  
Digital Business & CRM Director

**OVS**



**Michela Vecchiola**  
Vice President Global Customer  
Engagement

**SWAROVSKI**



**Vera Galarza**  
Global Head of Sustainability

**Triumph**



**Claire Deschamps**  
Chief Marketing Officer

**ROSSO**  
OF SWITZERLAND



**Carsten Trenz**  
VP Digital EMEA

**VF**

## Our Confirmed Speakers 2025



# eLuxury Summit

Lausanne – October 9th @IMD



e - L u x u r y S u m m i t

The eLuxury Summit 2025 is a premier gathering of C-Level executives and industry leaders from the luxury, fashion and lifestyle sector.



**350+**

Attendees



**160+**

Brands



**20+**

Speakers



**CONFIRMED**  
**SPEAKERS 2025**

Our speakers represent an  
exclusive lineup  
of C-level executives from  
Europe's most prestigious  
Luxury Brands & top Tech  
companies



e - L u x u r y   S u m m i t



**Camilla Calza**

Marketing Director



**Sylvie Freund-Pickavance**

Group Strategy & Business Director

VALUE RETAIL®



**Amel Boubaaya**

Head of Marketing  
& Communications Europe



**Edwin Navez**

CEO





# Retail Tech Innovation

Zürich – November 19th @Google HQ



Retail Tech Innovation launches its second edition on November 19th, 2025 hosted at the iconic Google headquarters in Zürich.

This event gathers managers from the **Retail sector** to discover and leverage underlying and untapped synergies to explore the frontiers of **innovation, digital transformation** overcome challenges.



**250+**  
Attendees



**130+**  
Brands



**20+**  
Speakers





# Our Confirmed Speakers 2025

All speakers are **Top C-Level Executives** from leading Brands and Retailers from selected Lifestyle industries.



**Nic Brandeberger**

CMO

Mammut



**Dario Cardamone**

VP Global Marketing

GUESS



**Marco Lanzi\***

Senior Director Digital Products

VF Corporation **\*TBC**



**Kerstin Stanka**

Department Manager Customer  
Intelligence & Analytics

Mediamarkt



# Innovation Booster Fashion & Lifestyle

## GOALS OF THE PROGRAM

The IB – Fashion & Lifestyle empowers **operational, technological, and social** innovations developed with and for the Swiss Fashion and Lifestyle sector.

This **Innosuisse program** boosts innovation in **Fashion, Lifestyle** and **Luxury** Industry with **2 mio CHF** in **4 years**.

Thanks to **Dagorà community** this program leverages a **unique ecosystem** enabling the **dissemination** of **radical solutions** to the key challenges of **Fashion** and **Lifestyle**.

## How does it work?



**Capitalising** the Fashion & Lifestyle **community**



Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas** / year (**~ CHF 28K / idea**) that prove potential to change the Fashion & Lifestyle world

Fashion  
&  
Lifestyle



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We thank the **City of Lugano**  
for its cooperation to  
position **Lugano** as the  
**Lifestyle Innovation Hub of Europe**



Città  
di Lugano

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# OUR NEW HUB IN LUGANO

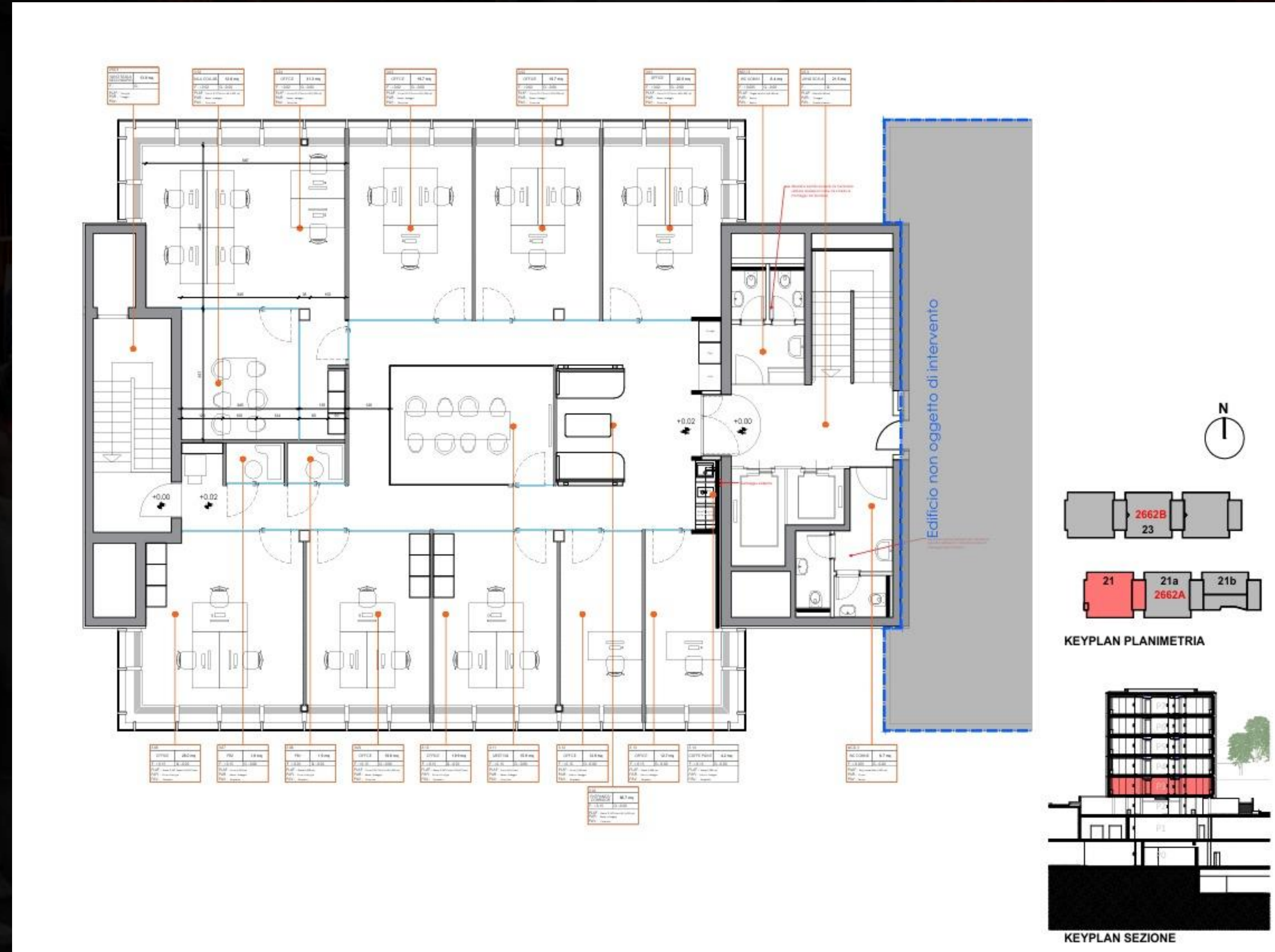


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# ... IS GROWING FAST

- **Third floor renovation** ongoing, will be ready by end of May 2025
- **CHF 650.000** investment
- **328 sqm**
- **9 new offices**
- **20 new companies & 60 professionals**
- **2 new meeting rooms & 1 coffee area**
- **1 Lounge Area**





# THANK YOU



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**Community Development &  
Innovation Booster Director**

