

An aerial photograph of a coastal town, likely in the Balkans, featuring a large mountain in the background and a bay with a marina. The town is densely packed with buildings, and the foreground is dominated by lush green trees.

DAGORÀ

LifeStyle • Innovation • Hub

We Connect, You Grow

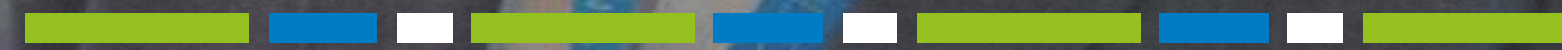
A decorative horizontal line consisting of several colored segments: green, blue, white, green, blue, white, green, blue, white, green.



DAGORÀ

LifeStyle • Innovation • Hub

**We Connect, You Grow**



## **Our Mission**

We connect C-level managers, decision makers in the Lifestyle sector to stimulate knowledge sharing, facilitate peer-to-peer networking and generate investment opportunities.

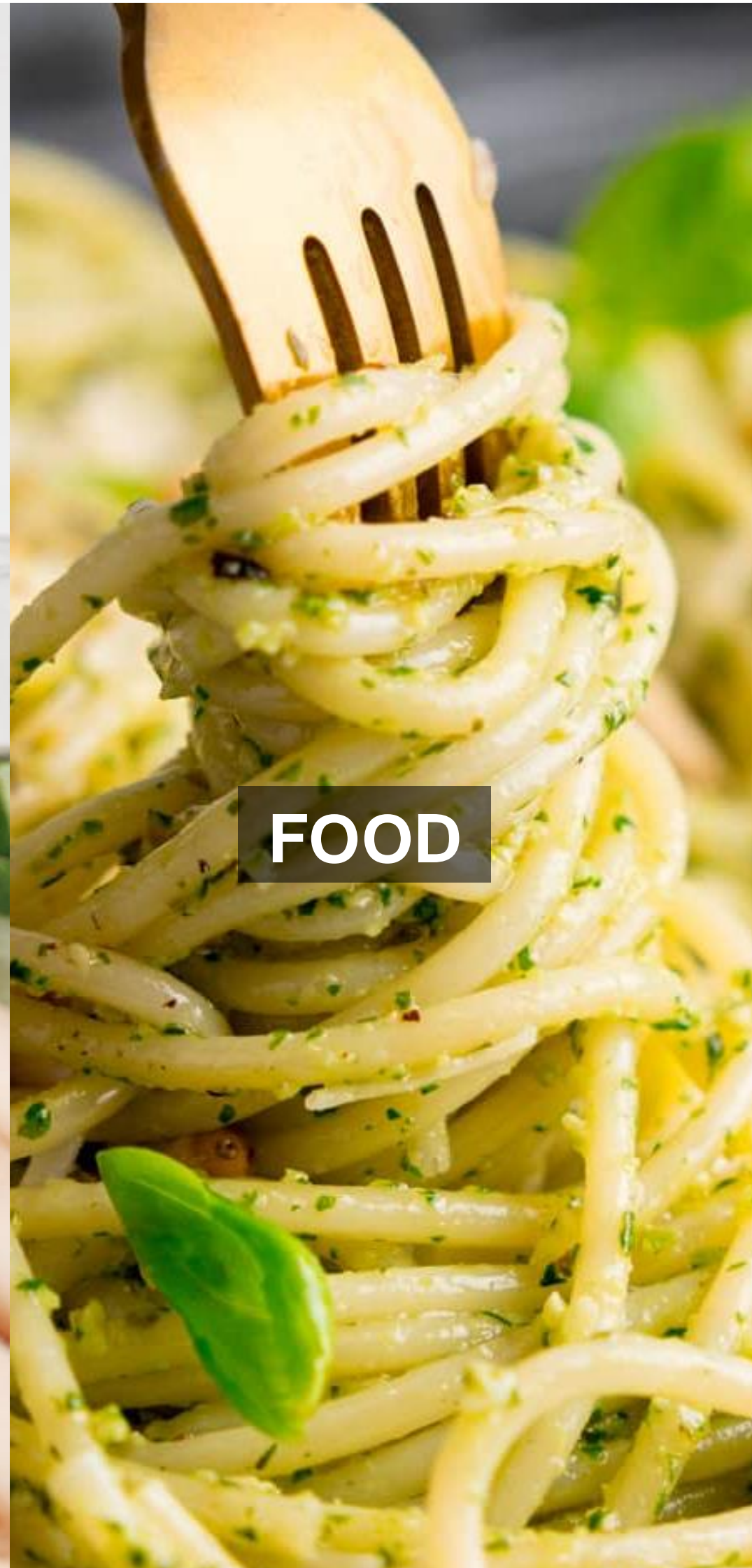
**is active in the Lifestyle sectors:**



**FASHION**



**BEAUTY**



**FOOD**



**TRAVEL**



**DESIGN**

**We are a membership-based community of:**

- **C-level Managers**
- **Investors**
- **Entrepreneurs**

**in the Lifestyle sector**



# A brand, retailer, manufacturer fast-growing community since March 2024

## INVESTORS



## FASHION



## DESIGN



## FOOD



## BEAUTY & HEALTH



## TRAVEL



The **DAGORÀ** membership enables you to foster innovation through knowledge sharing, networking and generate business opportunities



**1**  
**EVENTS, TRAININGS  
& WORKSHOPS**



**2**  
**OPEN INNOVATION  
PROJECTS**



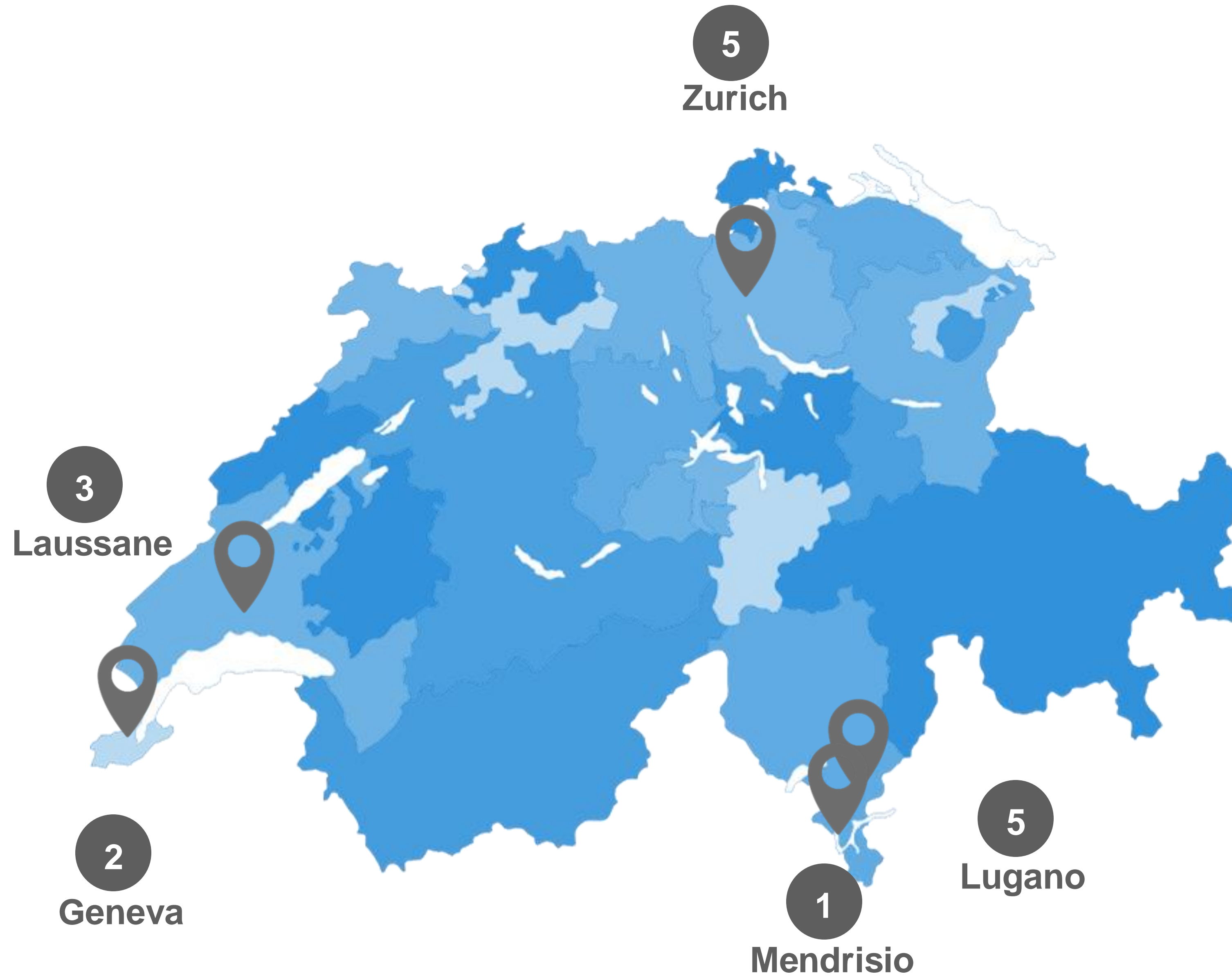
**3**  
**INNOVATION HUB  
CO-WORKING SPACES**

1

# EVENTS, TRAININGS & WORKSHOPS

DAGORÀ  
LifeStyle • Innovation • Hub

# operates in all main areas of Switzerland



2025 activities



# Example MAIN EVENT

## E-luxury Summit

@ IMD Lausanne  
26 November 2024

350 people



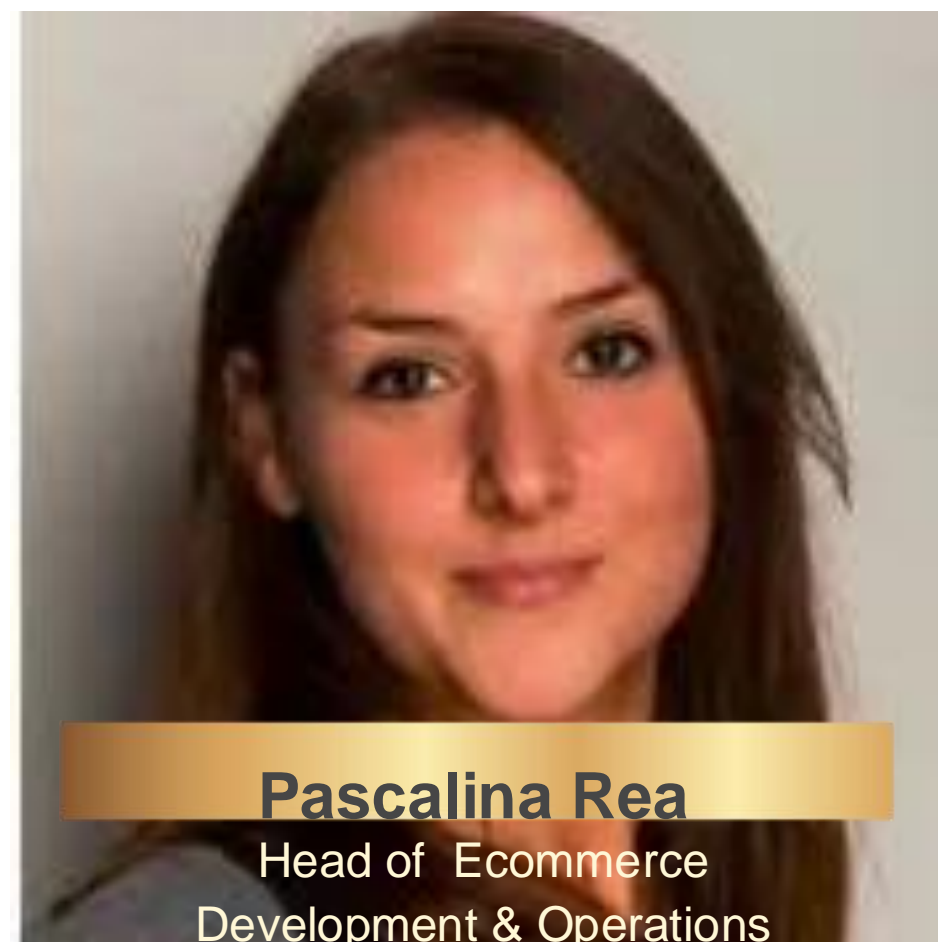
BVLGARI



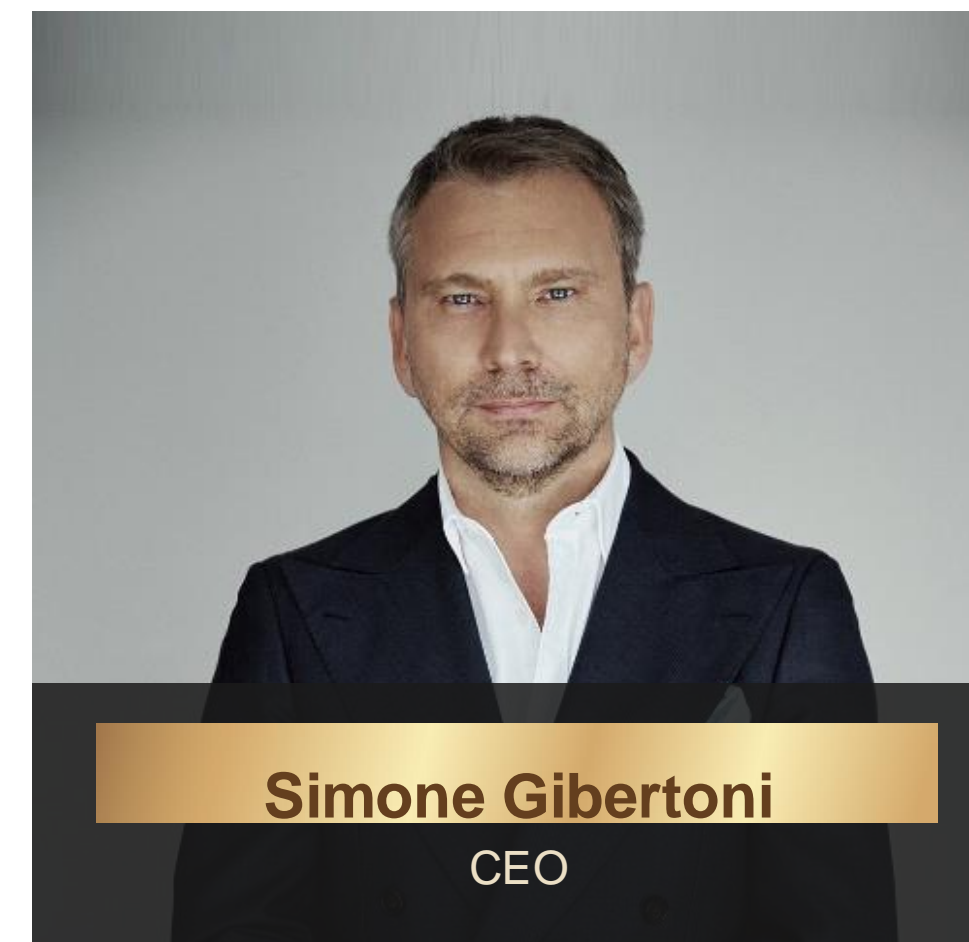
  
BRUNELLO CUCINELLI



roberto cavalli



*Cartier*



CLINIQUE  
LA PRAIRIE  
SWITZERLAND



GALDERMA  
EST. 1981

# Example MAIN EVENT

Lifestyle  
Innovation Day

@ LAC Lugano  
19 May 2025

800 people



# Example INDUSTRY DEEP DIVE - HALF DAY EVENT

## Food & Beverage

@ Dagorà Lugano  
6 February 2025

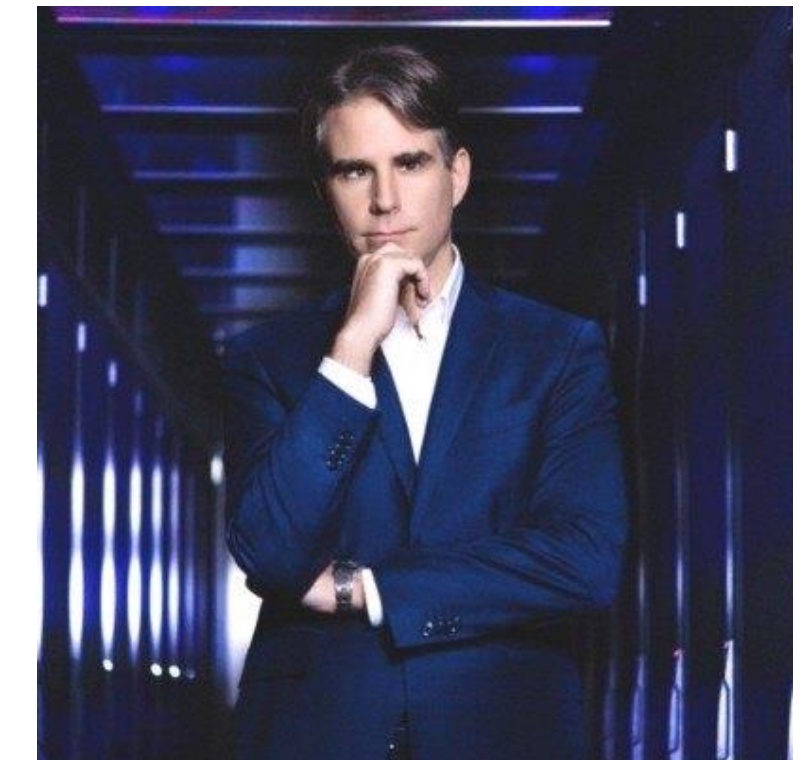
50 people



Tristan Kohler  
Digital Commerce Manager



Angelo Bondi  
Food Scout



Nicola Moresi  
Board Advisor



Luca Casura  
Group Chief Marketing  
Officer



Federica Bigiogera  
Marketing & Commercial  
Manager Italy



Mattia Zanetti  
Head of Global Digital &  
Brand Experience



**Example  
COMMUNITY DAY**

**MSC Cruises**

**@ MSC Geneva  
4 February 2025**

**20 people**



**Example  
INVESTOR DINNER**

**@ Zurich  
17 September 2025**

**20 people**



# Example WORKSHOP

TRAVEL

@ Zurich  
17 June 2025

20 people



# Example TRAINING

**Crypto &  
Blockchain  
applications in  
Retail**

**@ Online  
17 June 2025**

**unlimited**



# Start-up scouting

## BEAUTY INNOVATION AWARD

@ Lugano  
6 June - 21  
November 2024

130 Start-ups in  
EU → 15 selected

**lcmish.**  
— INVESTING IN INNOVATION

### JURY MEMBERS



David Demnitz  
Digital Commerce and  
Marketing Director  
Switzerland & Austria

ESTÉE LAUDER



Serena Izzo  
eBusiness & CRM Manager



Matteo Milani  
Chief Purchasing Officer



Bozena Nawara-Borek  
Global eCommerce Team  
Lead



Dodie Itaoui  
Global Head of Digital  
Marketing & Brand  
Engagement

GALDERMA



Jonathan Brinbraun  
Global General Manager

BVLGARI



Victoria Neymann  
Chief Executive Officer



Marco Mazzucco  
Chief Digital & Innovation  
Officer

DAVINES GROUP



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# INNOVATION HUB / CO-WORKING SPACES

DAGORÀ  
LifeStyle • Innovation • Hub

# Innovation Hub in the center of Lugano







**We look forward to meet you at our lounge!**

Do you want to join our community?



**Carlo Terreni**  
President

 +41 79 376 62 38

 [carlo@dagora.ch](mailto:carlo@dagora.ch)

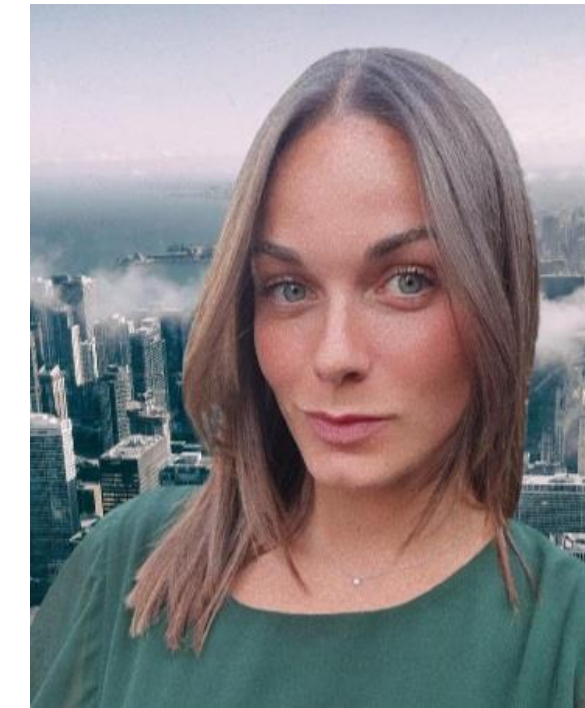


**Daniele Panato**  
Community Development  
& Innovation Booster Director

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Are you a Dagora member?  
Reach out to discover our 2025 event  
calendar



**Alessandra Baratelli**  
Community & Engagement Manger

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**Dagorà Events 2025**

<https://dagora.ch/activities-plan-2025/>