

DAGORÀ

LifeStyle • Innovation • Hub

Where People Come First

Community Day Fashion Innovation at 7 for all mankind

February 20th, 2025

SUPPORTED BY



OUR MISSION AND VALUES



**We foster innovation through a vibrant
Community in the Lifestyle sector.**

**We connect C-Level executives providing
knowledge sharing and the network they need to
take their businesses to the next level.**

**PEOPLE
FIRST**

INNOVATION

EXCELLENCE

COMMUNITY

WHO WE ARE

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

**FOOD &
BEVERAGE**

FASHION

LUXURY

TRAVEL

COSMETICS

DESIGN

OUR COMMUNITY

**Brand
Retailers
Manufacturers**

**Technology
Service
Providers**

**Industry
Associations**

DAGORÀ
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**Investors &
Banks**

Istitutions

Academia

+110 active members

+3'000 brands in database

+2'000 yearly event attendees

COMMUNITY MEMBERS

BRAND, RETAILER & MANUFACTURERS



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



NEXT EVENTS IN THE FASHION INDUSTRY

OUR EVENTS ACROSS SWITZERLAND

Connecting people from all the main Swiss regions



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



Laura Benedettino
Global Digital Director



Andrea Franchi
Global Director Digital Wholesale
Solutions



Jarvis Macchi
Global Brand Director Persol



Ilaria Barone
Brand and Digital Marketing
Director



Victor Duran
CEO



Our
Confirmed
Speakers
2025



Marco Benasedo
Chief Information Officer



Matteo Molon
Digital Business & CRM Director



Michela Vecchiola
Vice President Global Customer
Engagement



Vera Galarza
Global Head of Sustainability



Claire Deschamps
Chief Marketing Officer



Carsten Trenz
VP Digital EMEA

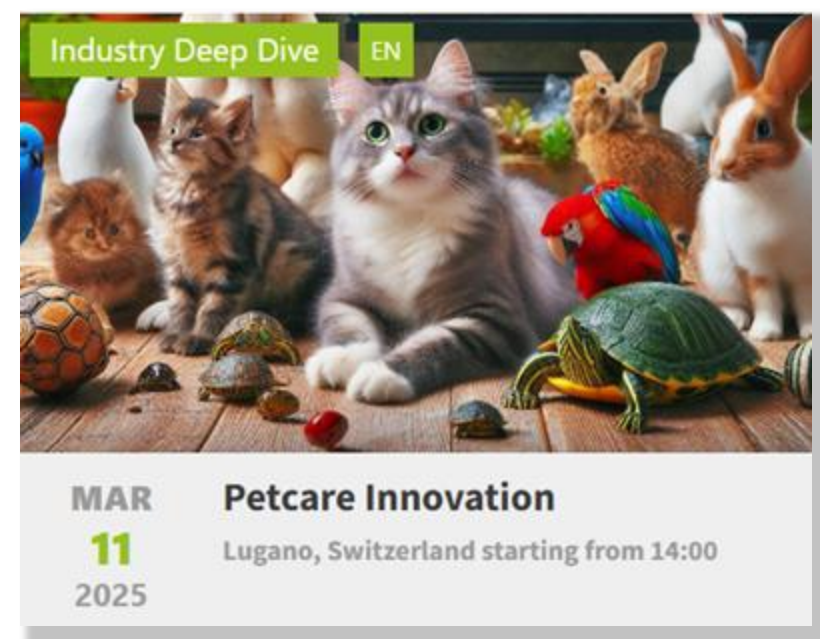


Industry Deep Dives


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.

11 MAR | PETCARE

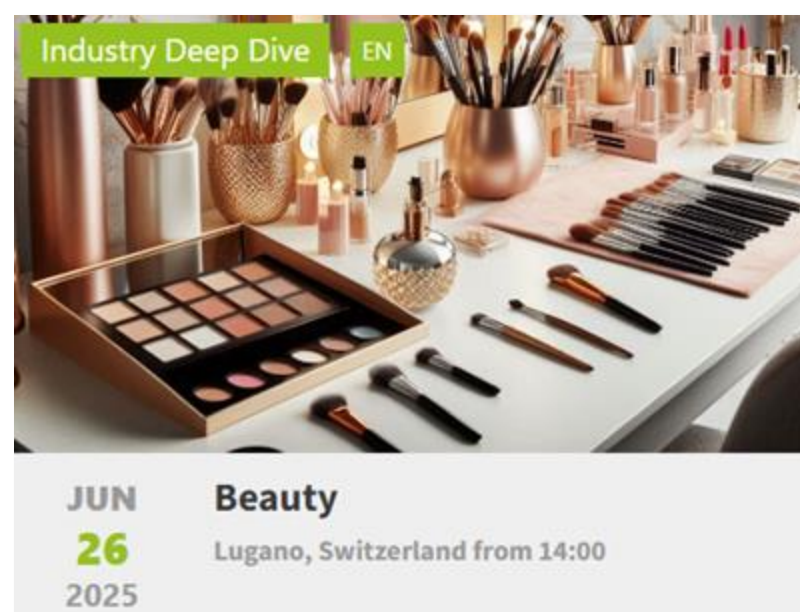


Industry Deep Dive EN




MAR 11 2025 **Petcare Innovation**
Lugano, Switzerland starting from 14:00

26 JUN | BEAUTY



Industry Deep Dive EN



JUN 26 2025 **Beauty**
Lugano, Switzerland from 14:00

SEP 25 | FASHION -TECH



Industry Deep Dive EN



SEP 25 2025 **Fashion Tech**
Lugano, Switzerland



VIP & Investor Dinner

March 13th *Palace Hotel Lausanne*

LEARN

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

SPEAKERS



- **Philippe Camperio** – Founder & Managing Partner **Haeres Capital**
- **Fabrizio Viacava** – Global Digital Director, **Roberto Cavalli**

GUEST ATTENDEES FROM

AUDEMARS PIGUET
Le Brassus

CLINIQUE
LA PRAIRIE
SWITZERLAND

Triumph  ALPHA SQUARE
INVEST

RICHEMONT

Bata

 SWAROVSKI



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Community Day & Company Visit

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



* Date to be confirmed



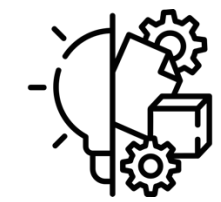
Industry Workshop Fashion & Sportswear

April 3rd – Lugano

WHAT ARE INDUSTRY WORKSHOPS ABOUT?

Closed-door workshop of **15/18 managers from Fashion, Sportswear, tech world** discussing about **product 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 Food Retail world to be **shared among participants**

WHAT ARE THE GOALS?

Exchange experiences and **network** with **top executives** and **experts impacting** the Food Retail world

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



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



OUR

SPEAKERS 2024

All speakers are C-Level managers from leading Luxury Brands & Tech companies from Europe.



e-Luxury Summit



Jonathan Brinbaum

Global General Manager Parfums

BVLGARI



Francesco Bottigliero

Chief of Humanistic Technology



BRUNELLO CUCINELLI



Sergio Azzolari

CEO

roberto cavalli



Sacha Gomez de Zamora

President



Simone Gibertoni

CEO

**CLINIQUE
LA PRAIRIE**

SWITZERLAND



Dodie Itaoui

Global Head of Digital Marketing & Brand Engagement

GALDERMA

EST. 1981

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



Innovation Booster Fashion & Lifestyle

The IB – Fashion & Lifestyle empowers **operational, technological, and social** innovations developed with and for the Swiss Fashion and Lifestyle sector. Thanks to Dagorà community this program can leverage a unique ecosystem enabling the dissemination of radical solutions to the key challenges of Fashion and Lifestyle.



The Innovation Booster (IB) instrument is creating an environment to foster science-based and sustainable radical innovation and provide a competitive advantage to Swiss companies and organisations. – A Swiss official program dedicated to Innovation, Dagorà will operate the initiative for the years 2024 – 2027

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** (\approx **CHF 28K / idea**) that prove potential to change the Fashion & Lifestyle world

Fashion
&
Lifestyle



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