



DAGORÀ

LifeStyle • Innovation • Hub

Where People Come First



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

FASHION

**FOOD &
BEVERAGE**

LUXURY

TRAVEL

COSMETICS

DESIGN



OUR COMMUNITY



OUR COMMUNITY



+110 active members

+3'000 brands in database

+2'000 yearly event attendees

COMMUNITY MEMBERS

BRAND, RETAILER & MANUFACTURERS



WHAT WE DO



accenture

ANTARES VISION GROUP

icomish.
— INVESTING IN INNOVATION

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

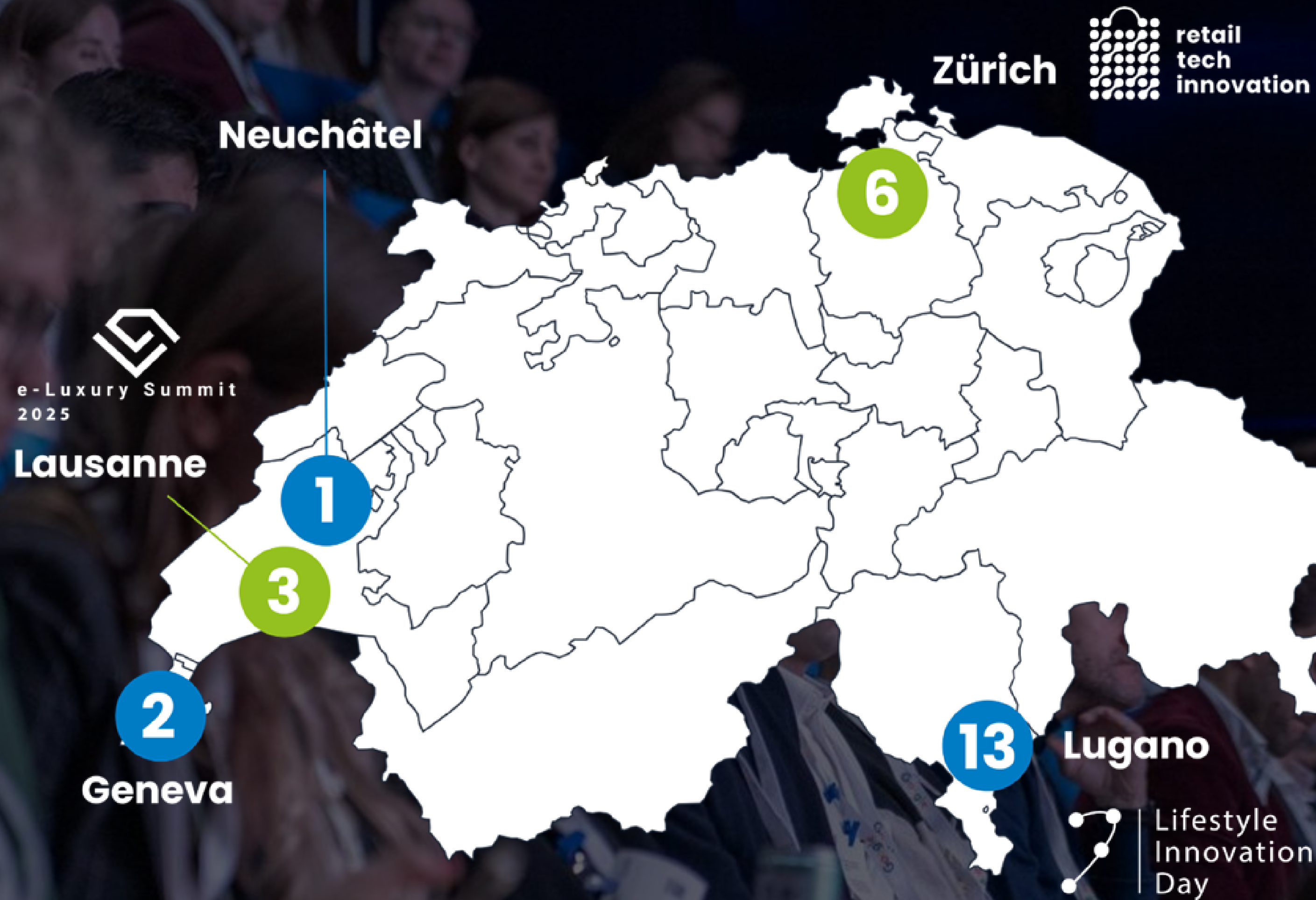
EVENT ROOM



NEXT EVENTS

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:

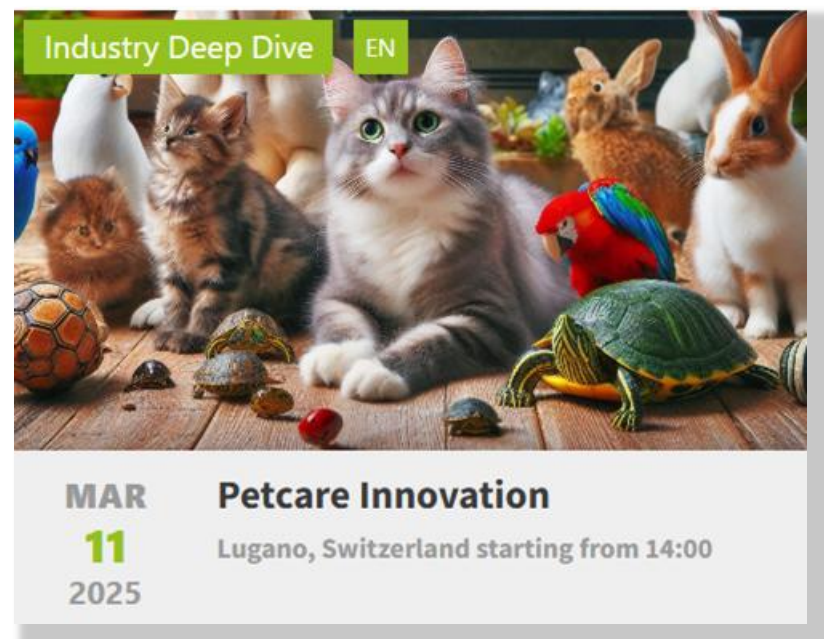


Industry Deep Dives

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.

11 MAR | PETCARE

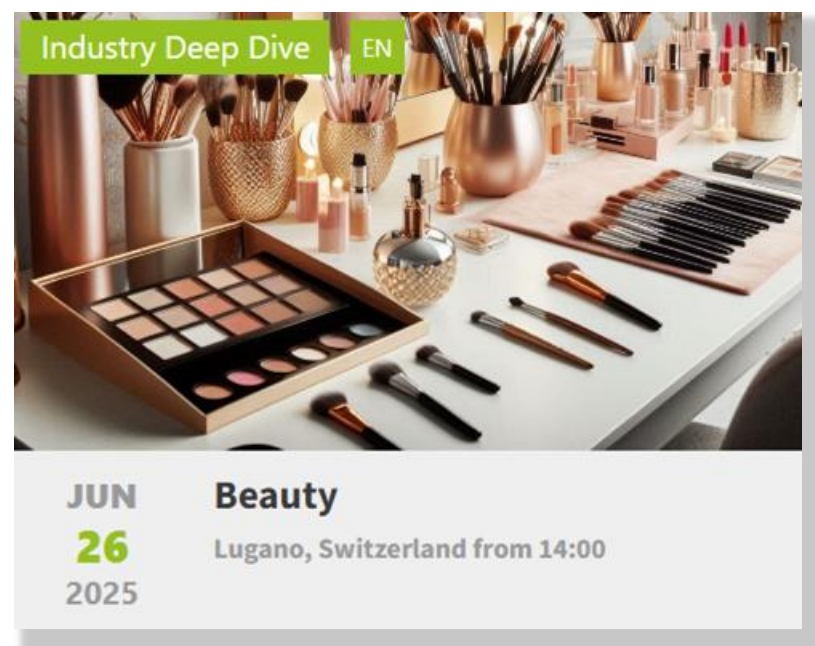


Industry Deep Dive EN

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

The graphic features a collection of various pets including a grey cat, a white rabbit, a colorful parrot, and a turtle, arranged on a wooden surface.

26 JUN | BEAUTY



Industry Deep Dive EN

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

The graphic shows a variety of beauty products such as makeup palettes, brushes, and perfume bottles on a white surface.

SEP 25 | FASHION -TECH



Industry Deep Dive EN

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

The graphic depicts a futuristic fashion show with mannequins on a stage, a glowing digital head profile, and various fashion items.



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



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



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



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

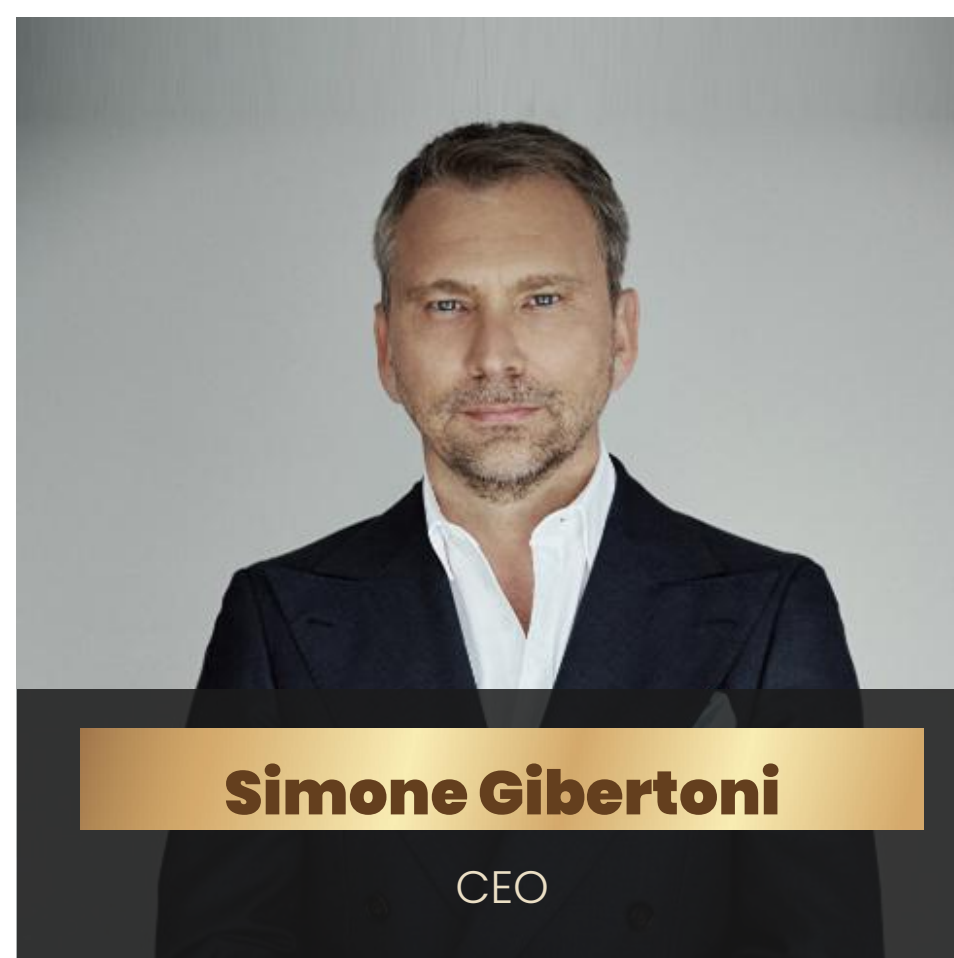
CEO

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

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





Karina Stump

Leader Category Management

Supermarket

Digitec Galaxus AG



Elena Bernini

Consumer insights, Competitors and

Market Intelligence Manager

Lavazza



Nicolas Kroeger

Chief Digital Officer

Manor



Barbara Piras

Global Head of Digital Marketing

TUI



Luca Pronzati

Chief Business Innovation Officer

MSC Cruises



Lorenz Würger

Head of E-Commerce

JUMBO

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

Fashion
&
Lifestyle



DAGORÀ
LifeStyle • Innovation • Hub

Contacts



President



+41 79 376 62 38



carlo@dagora.ch



www.dagora.ch

Carlo Terreni



Community Development & Innovation Booster Director



+41 76 584 72 74



daniele@dagora.ch



www.dagora.ch

Daniele Panato