

An aerial photograph of a coastal town, likely in Italy, featuring a large mountain in the background and a body of water in the foreground. The town is densely packed with buildings, and there are green trees in the foreground. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

DAGORÀ

LifeStyle • Innovation • Hub

Where people come first

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

We nurture and grow a Lifestyle-tech community by combining agile workspaces, business networking, and knowledge sharing events



**Brand
Manufacturers
Retailers**

**Technology
Service
Providers**

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LifeStyle • Innovation • Hub
LIFESTYLE INNOVATION HUB

Institutions

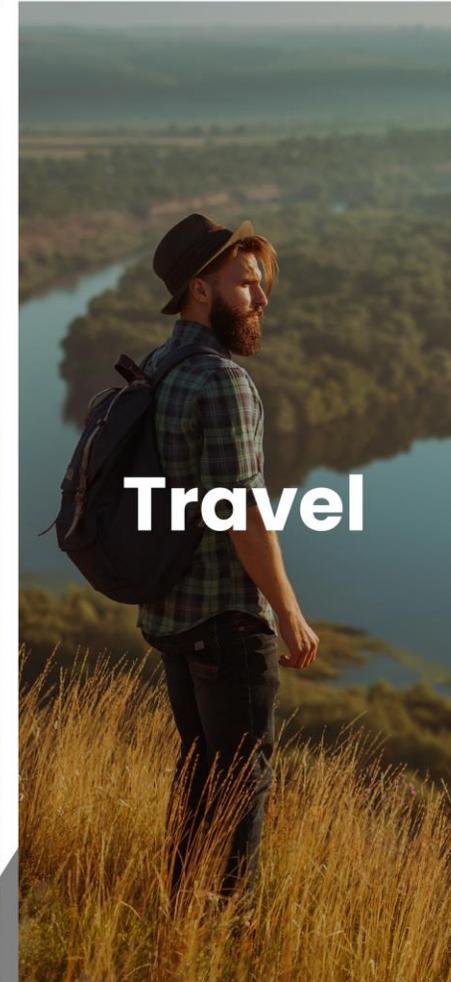
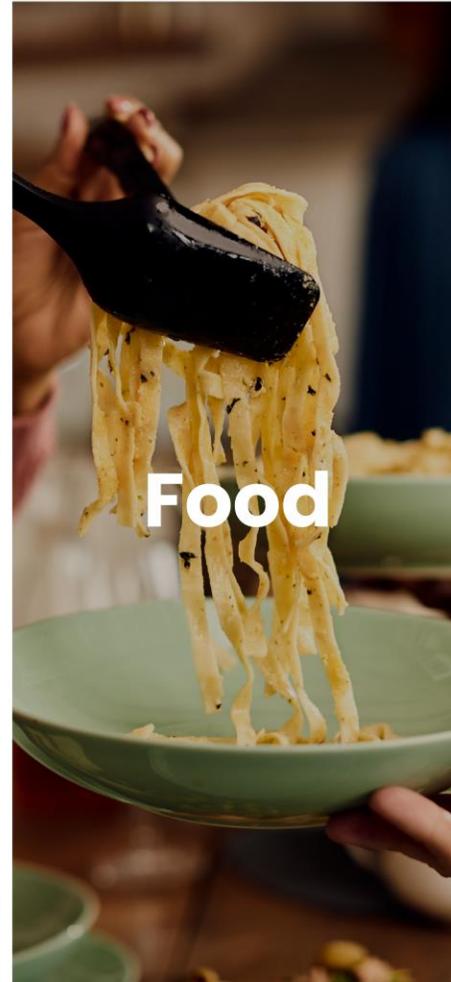
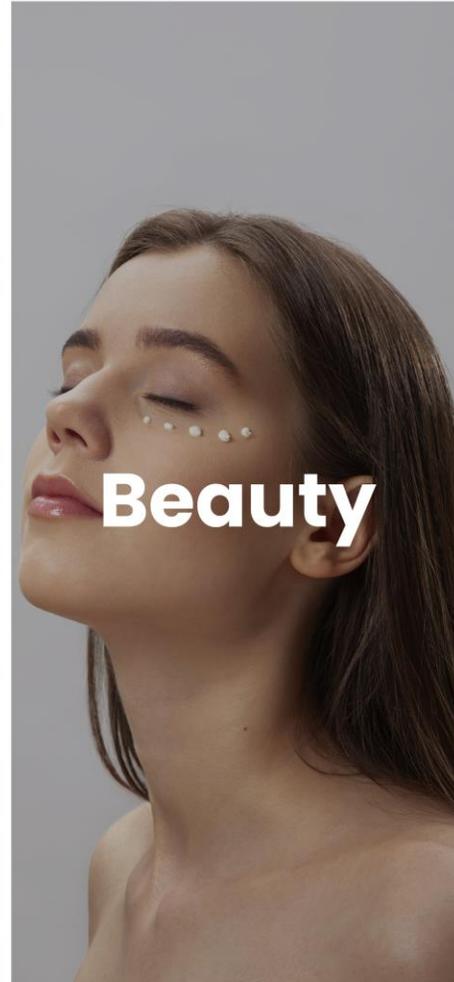
Investors

Academia

**We represent the entire
innovation ecosystem**

We represent the Lifestyle Sectors

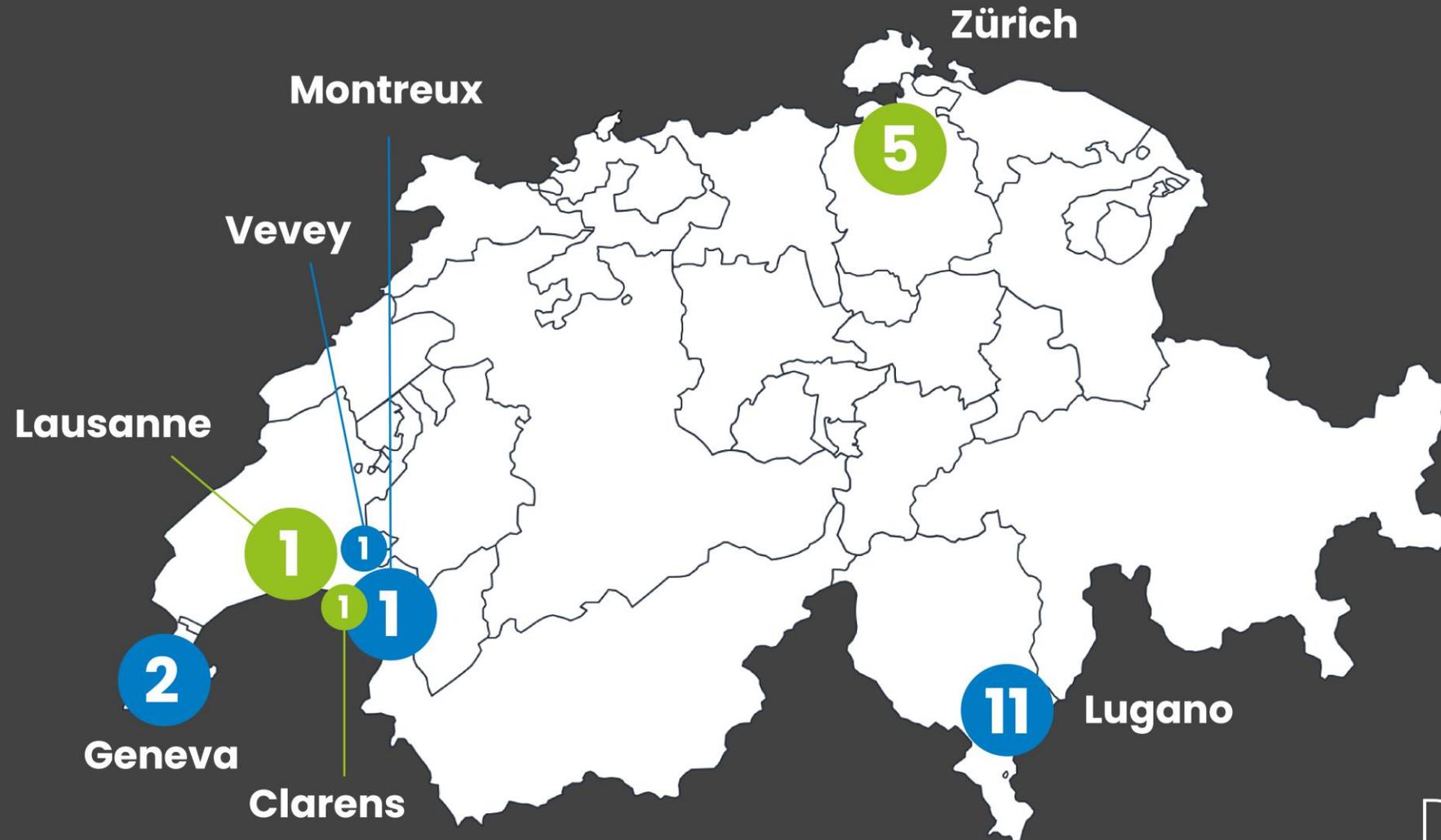
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**HOW CAN
WE
INNOVATE
TOGETHER?**

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Joining our events in all main regions of Switzerland



Dagorà 2024 Events

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Lifestyle Innovation Day Lugano



Apr
22
2024

MAIN EVENT

Retail Tech Innovation Zürich



Oct
23
2024

MAIN EVENT

eLuxury Summit Lausanne



Nov
26
2024

MAIN EVENT

Fashion, Jewelry & Eyewear Innovation Lugano



Oct
03
2024

HALF-DAY EVENT

Data Intelligence for Retail Zürich



Jun
27
2024

COMMUNITY DAY

Digital & Innovation at Caran d'Ache Geneva



Sep
19
2024

COMMUNITY DAY

Fashion Innovation Lugano



Nov
07
2024

COMMUNITY DAY

Wine Tech & Tasting Lugano



Sep
24
2024

VIP EVENT

Fashion & Lifestyle Workshop Lugano



Mar
12
2024

INDUSTRY WORKSHOP

FoodTech & Coffee Sustainability Vevey



May
23
2024

COMMUNITY DAY

Travel & Tech Zürich



Apr
09
2024

COMMUNITY DAY

eSustainability and Inclusion Lugano



Jun
11
2024

HALF-DAY EVENT

VIP Dinner - Clinique La Prairie Clarens



Mar
07
2024

VIP EVENT

Home Decor & Fashion Montreux



Feb
08
2024

COMMUNITY DAY

The next 40 years of Denim Lugano



Mar
26
2024

COMMUNITY DAY



Retail Tech Innovation

October 23rd, 2024 – Google HQ Europaallee Zürich



RetailTech driven synergies

The Future of Food, Travel, Hospitality, and Leisure



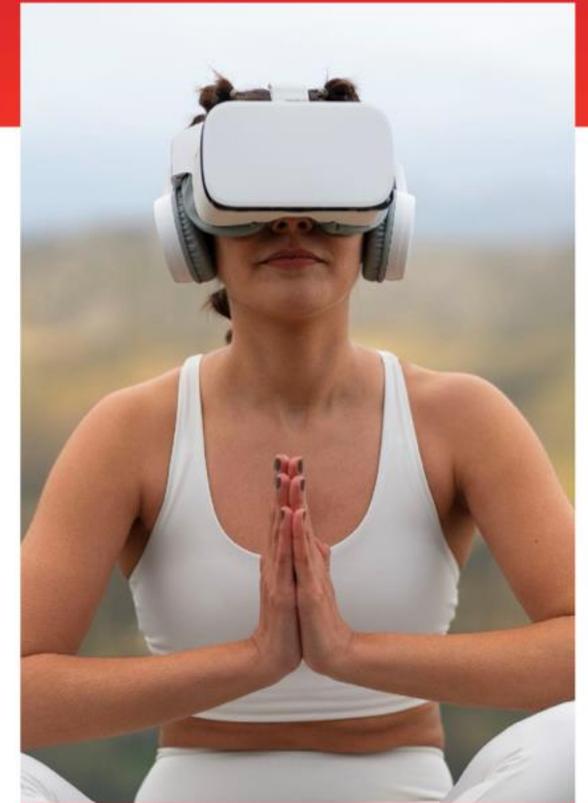
Food



Travel



Hospitality



Leisure

Our Confirmed Speakers

All speakers are C-Level executives from leading Brands from the Food, Travel, Hospitality and Leisure industries.

Check out the full updated list on **our website**.



Karina Stump

Leader Category Management
Supermarket

Digitec Galaxus AG



Elena Bernini

Consumer insights, Competitors and
Market Intelligence Manager

Lavazza



Markus Müller

Co-Head Division of Business and
Economic Development

Kanton Zürich



Barbara Piras

Global Head of Digital Marketing

TUI



Luca Pronzati

Chief Business Innovation Officer

MSC Cruises



Massimo Baggi

Marketing Director

Selex Group



Dagmar T. Jenni

Director

Swiss Retail Federation





e-Luxury Summit
2024

eLUXURY SUMMIT 2024

November 26th, 2024 at IMD Lausanne

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OUR
CONFIRMED
SPEAKERS

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

Check out the full updated list on **our website**



e-Luxury Summit
2024



BVLGARI



BRUNELLO CUCINELLI



roberto cavalli



Working and Networking together at the Dagorà Lifestyle Innovation Hub

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The Innovation Booster – Fashion & Lifestyle

The **IB – Fashion & Lifestyle** capitalizes Swiss-based Fashion and Lifestyle community to identify top challenges, match them with experts and bring ideas to life through an open, sustainable, and user-centric approach.

In alliance with SIP-TI-LTCC, our community leverages a unique ecosystem enabling the **dissemination of radical solutions** to the challenges of Fashion and Lifestyle.



Participating to an open innovation program and getting radical innovative ideas funded



Capitalizing the Fashion & Lifestyle **community** to **solve industry challenges / problems**



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



Rewarding **up to 10 ideas / year (≈ CHF 25k / idea)** that prove potential to change the Fashion & Lifestyle world

Co-sponsors already onboard and members of the jury





Lifestyle Innovation Day
Presented by DAGORÀ

PLENARY GREEN ROOM

10:00 - 10:15	WELCOME AND OPENING REMARKS
10:15 - 10:30	INAKI GONZALEZ CEO, DAGORÀ
10:30 - 10:45	COFFEE BREAK
10:45 - 11:00	DAVID MORAN CEO, DAGORÀ
11:00 - 11:15	JANIELA EDWARDS CEO, DAGORÀ
11:15 - 11:30	JANIELA EDWARDS CEO, DAGORÀ
11:30 - 11:45	MICHELLE BARBARO CEO, DAGORÀ
11:45 - 12:00	MICHELLE BARBARO CEO, DAGORÀ
12:00 - 12:15	MICHELLE BARBARO CEO, DAGORÀ
12:15 - 12:30	MICHELLE BARBARO CEO, DAGORÀ
12:30 - 12:45	MICHELLE BARBARO CEO, DAGORÀ
12:45 - 13:00	MICHELLE BARBARO CEO, DAGORÀ

Joining the leading C-Level Community in Lifestyle

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CONSUMER RESEARCH ON DIGITAL BEHAVIORS IN SWITZERLAND – 2024

RESEARCH PROJECT CREATED BY THE RESEARCH INSTITUTE



**SWITZERLAND
INNOVATION**

PARK TICINO | SITE OF PARK ZURICH

LIFESTYLE TECH COMPETENCE CENTER



The key results, at glance – Swiss e-market

A RICH ONLINE MARKET

CHF 14,4 Bn

Spent online by the Swiss on physical goods and merchandise in 2023

26%

Share of Swiss shoppers purchasing online at least once a week

+74%

Swiss average online expenditure vs Italian benchmark

SIGNS OF CONTRACTION

From 11 to 7,7

Decrease in monthly purchase frequency, among frequent online shoppers in Switzerland

5 out of 6

Among the key investigated industries experienced a decline in yearly spending vs 2023

73%

Swiss admit a higher attention to prices when coming to food-related expenses

SELECTIVE RETURN TO

OFFLINE

58%

Swiss online consumers think they will increasingly shop for groceries in stores, favouring local shops

-16%

Online share decrease in purchases for luxury goods, in Switzerland

-24%

Reduction in the share of Swiss researching and selecting in physical shops to then purchase online

The key results, at glance – Focus on AI

GEN AI STEEP ADOPTION RATE

4 in 10

Swiss tried at least once
Chat GPT since its release in Switzerland

78%

Generative AI penetration among Gen Z, in
Switzerland

AI CAUSES MORE WORRIES...

1 out of 2

Swiss believe AI will have a major negative
impact on job losses, not replaced by new
jobs

68%

Concerned about the potential hazards
associated with ethical and privacy issues,
and the utilization of AI for surveillance or
manipulation

...BUT ALSO, SOME HOPES

33%

Swiss believe that artificial intelligence will
enhance the quality of life for everyone

+69%

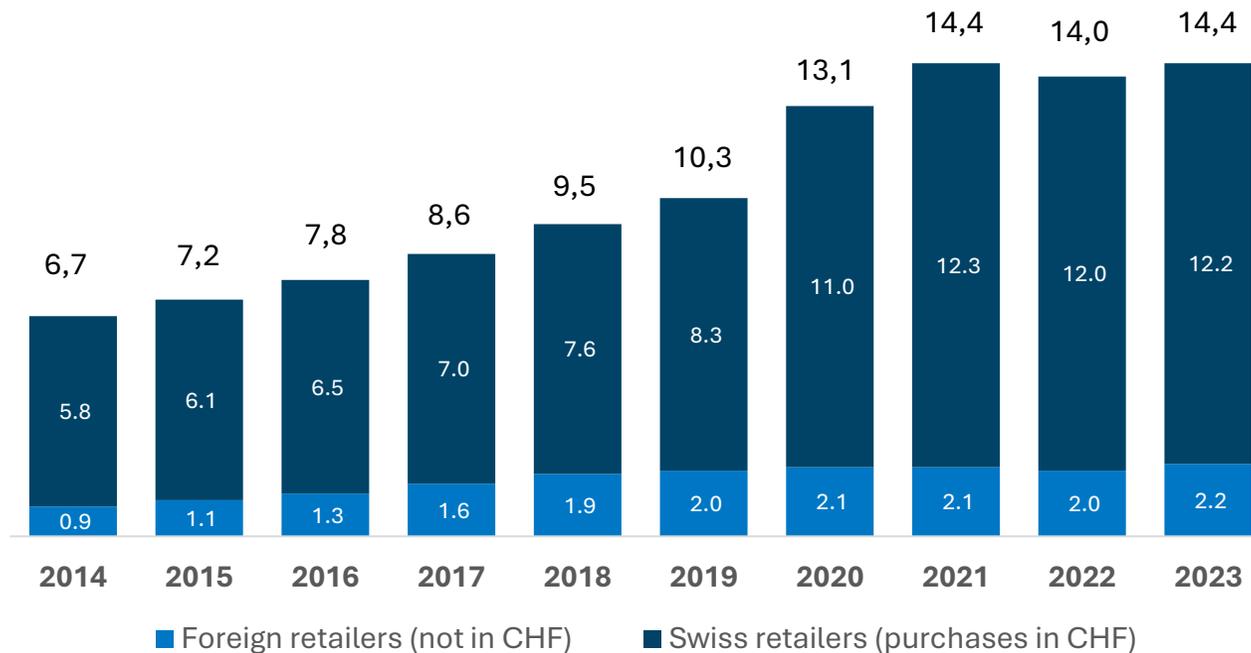
More positive opinion among those
who are generative AI users compared
to those who never used it

GENERATIONS' DEFINITION:

- **Generation Z (Gen Z):** Born between 1997 and 2012. In current research we only consider from 18 to 26 years old.
- **Generation Y (Gen Y or Millennials):** Born between 1981 and 1996, are between 27 and 42 years old in 2024.
- **Generation X (Gen X):** Born between 1965 and 1980, are between 43 and 58 years old in 2024.
- **Baby Boomers:** Born between 1946 and 1964, they are above 58 years old in 2024.

Swiss online sales record a growth trend

Evolution of the market: turnover 2017-2023 in billions of CHF



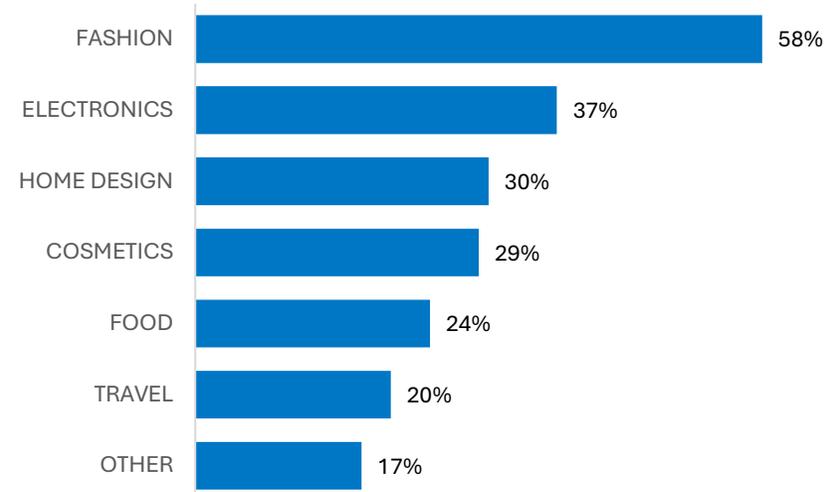
- It is noticeable how in the past **10 years turnover from e-commerce** among **Swiss** consumers has **almost doubled**.
- Retail panel data show that **in 2023**, Swiss individual customers spent **14.4 billion Swiss francs** on online goods and merchandise. This represents an **increase of 0.4 billion Swiss francs or 3%** compared to the previous year.
- The data include **international sales**, which **increased by 10%**, but the growth vs the previous year involves also **domestic purchases** on the platforms (**+2%**). The figures don't include travel, services, tickets, financial transactions - only physical goods.
- To note, the **growth was almost all due to the first part of the year**, until June 2023.

Omnichannel: a very common behavior for fashion

Omnichannel behaviors while shopping online



Categories involved
(% on respondents who experienced omnichannel purchases)



- **Omnichannel shopping has become a norm**, with **80% of Swiss consumers engaging** in at least one type of integrated online and physical retail experience.
- This is evident from behaviours such as **searching online for in-store purchases** (55%) and vice versa, indicating a versatile and seamless retail ecosystem.

- **Fashion** (58%) and **Electronics** (37%) lead as sectors with the **highest engagement in omnichannel purchasing**, suggesting for these markets **expectation for flexibility and continuity across digital and in-store platforms**.



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