

Innovation Booster Fashion & Lifestyle

Fashion, Jewelry & Eyewear Innovation

October 3rd, 2024

Lugano – Dagorà Lifestyle Innovation Hub

Fashion
&
Lifestyle



DAGORÀ
LifeStyle • Innovation • Hub

Driving Radical Innovation in Fashion in Switzerland

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Community Development & Innovation Booster Director

Dagorà

About Innosuisse



Innosuisse is the Swiss Innovation Agency. Its role is to promote science-based innovation in the interest of the economy and society in Switzerland.

Among different funding instruments Innosuisse promotes Innovation Boosters.

The Innovation Booster (IB) is a funding instrument that creates thematic communities to foster science-based and sustainable radical innovation through open innovation.

Every two years, **Innosuisse** opens a call for proposals to fund up to 8 new Innovation Boosters. Each Innovation Booster can receive up to CHF 2 million in funding to support a four-year program.

Dagorà and the **Lifestyle Tech Competence Center** presented the proposed initiative to the Innosuisse Innovation Council in July 2023, winning the application.

Innosuisse - Swiss Innovation Agency



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

The Innovation Booster – Fashion & Lifestyle



WHAT IS IT?

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

HOW DOES IT WORK?



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 27K / idea) that prove potential to change the Fashion & Lifestyle world

How does it work?

PHASE 0
INDUSTRY INPUT

PHASE 1
CHALLENGE YOUR IDEAS

PHASE 2
TEST, IMPLEMENT,
LEARN



**INDUSTRY
WORKSHOP**

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community



**LAUNCH IB CALL
FOR CHALLENGES
APPLICATIONS**

The **IB opens a call on its online platform**, focusing on challenges identified during Industry Workshops



**APPLY TO
THE IB CALL**

People from **the community can submit proposals** leveraging an **Application Kit** provided



**WORKSHOP
"CHALLENGE
YOUR IDEAS"**

Innovation Teams are invited to join a **design thinking workshop**. They **enrich their ideas** with the support of experts



**PITCH YOUR IDEA
& GET FUNDS**

Innovation Teams pitch their **ideas**, and the **Jury decides** which **projects receive funding**

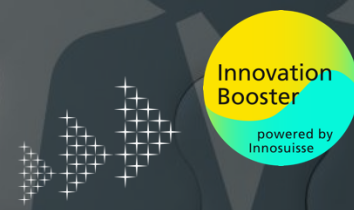


**TEST, IMPLEMENT
& LEARN**

Awarded Innovation Teams execute their **project**, share results / lesson learned, **evaluate next steps**

INNOVATION TEAMS

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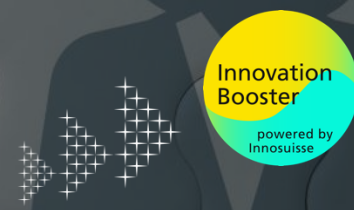


Innovation teams consist of at least one **research partner** and **one implementation partner**.

An Innovation team includes all partners who have the potential to make an important contribution to develop and improve the ideas.

RESEARCH PARTNERS

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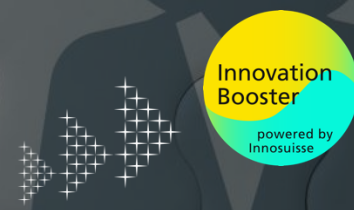


Research partners include university research institutes, non-commercial research centres outside the university sector, departmental research institutions with their own research projects and federal research institutes.

They collaborate with implementation partners and contribute to the innovation process through their research findings, knowledge and competencies.

IMPLEMENTATION PARTNERS

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Implementation partners can be national or international start-ups, SMEs or larger companies that offer products or services or implement processes, as well as non-profit organisations.

Implementation partners are the driving forces for potential future value creation and contribute with their knowledge of the necessary conditions and success factors for implementation.

PITCH JURY

WHAT IS IT?

The **Pitch Jury consists of experts** in research, business and society who decide what ideas obtain funding.

The Jury adheres to program rules and to be trusted in the **protection of all the ideas**, being **responsible for reasonable funding**.

The jury is selected by the IB Team and consists of permanent members and temporary participants.

Jury members include managers and experts from **brands, associations, investors**, Swiss and international **academic** representatives.

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PITCH JURY

COMPOSITION

- **Felicitas Morhart** – Ordinary Professor of Marketing, **University of Lausanne**
- **Nina Bachmann** – Member of the Management Board, **Swiss Textiles**
- **Stephane JG Girod** – Professor of Strategy & Organizational Innovation, **IMD**
- **Lydia Schmeink** – TL CAD, 3D Virtualization & Projects, **Hugo Boss**
- **Rino Castiglione** – CEO, **Alpha Square Invest**
- **Natale Consonni** – CEO, **Venture & Creation**
- **Alessandro Inversini** – Associate Professor, **Ecole hôtelière de Lausanne**
- **Dagmar T. Jenni** – Director, **Swiss Retail Federation**
- **Pietro Caprara** – Head of Strategy & Transformation, **Gruppo Florence SpA**
- **Olga Burfan** – Head of E-Commerce, **Philipp Plein**
- **Mauro Dal Bosco** – Global CFO, **7 For All Mankind**
- **Vera Galarza** – Global Head of Sustainability, **Triumph International**
- **Fulvio Benetti** – Group Sustainability Director, **Ermenegildo Zegna Group**
- **Simone Pulzato** – Business Strategy Principal, **Hugo Boss**
- **Nikolina Fudric** – Professor of Sustainability Marketing & Product Management, School of Business, **University of Applied Arts & Sciences Northwestern Switzerland**
- **Martina Dalla Vecchia** – Professor, **FHNW**

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OUTPUT ON FUNDED IDEAS

Testing the potential of new radical innovative ideas, through:

- ✓ **Proof-of-concept**
- ✓ **Feasibility studies**
- ✓ **Market assessments**



INNOVATION TEAM FUNDING

The Innovation Booster will **select Innovation Teams** that will receive innovation team funding and provide the funds to **one beneficiary**, who can then allocate the funds within the **team** as necessary for the purpose of **idea exploration**.



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Source: Innosuisse IB guidelines 2.0

INNOVATION TEAM FUNDING STRUCTURE

- CHF 20'000.- : Cash contribution from Innosuisse
- CHF 2'000.- : Cash contribution from Innovation Booster sponsors
- CHF 2'500.- : n.1 Execution Voucher that can be used for methodological support and mentoring during the testing of the idea (e.g. support from experts in the field or topic, design thinking... etc.)
- CHF 2'500.- : n.1 Launchpad Voucher that can be activated by the Innovation Team to address next steps (e.g. Implementation plan, pivot strategy, etc.)
- **TOTAL Cash contributions: CHF 22'000.-**
- **TOTAL available Vouchers: CHF 5'000.-**



Together to drive the Future of Fashion & Lifestyle: a special thank you to the co-sponsors already onboard



CO-SPONSORS ALREADY ONBOARD AND MEMBERS OF THE JURY



Innovation Booster Sponsorship Benefits



- Access to a diverse community of industry stakeholders and innovators
- Opportunity to contribute to making the Swiss Fashion & Lifestyle sector more competitive
- Participation in identifying and addressing key industry challenges
- Collaboration with research institutes and companies to develop new competitive advantages
- Networking opportunities with other prominent sponsors like Hugo Boss, Philipp Plein, and Gruppo Florence
- Participating in the Program Jury

THE FIRST 4 IDEAS HAVE BEEN AWARDED



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AI Enhanced 3D Model Maker

GUESS

SUPSI

TUCANO

Integrating GenAI to generate B2B business offers to leads or clients

HSLU Hochschule Luzern

Insightable



GRUPPO FLORENCE

AI-Driven Product Upcycle for Luxury Fashion

accenture



SUPSI

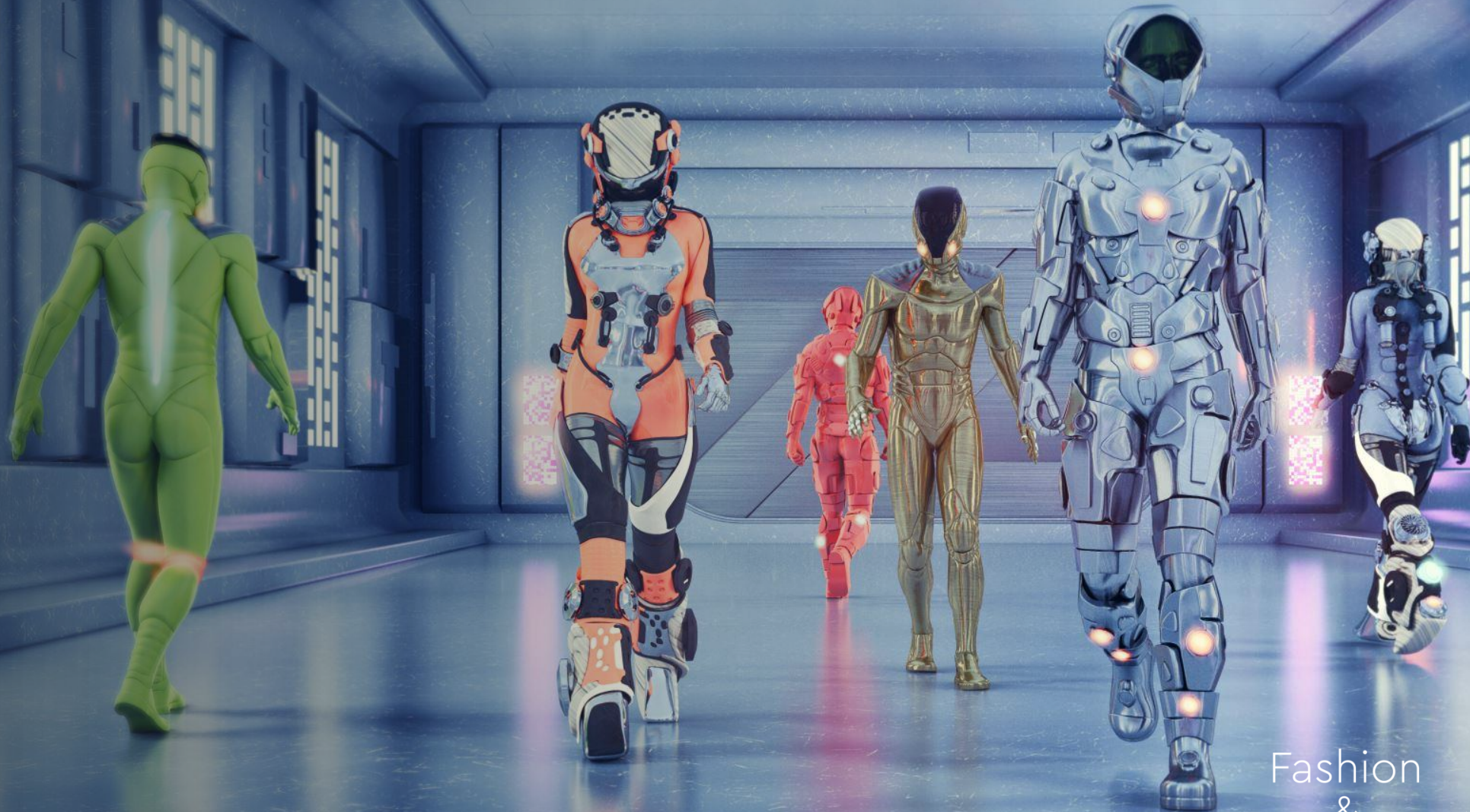


AI-Driven Inclusive Fashion E-commerce Imagery: Personalized for Every Body

Shootify

SUPSI

Are you familiar with the definition of Radical Innovation?



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RADICAL INNOVATION

Radical innovation is a transformative concept that reshapes the landscape of technology, business, or industry.

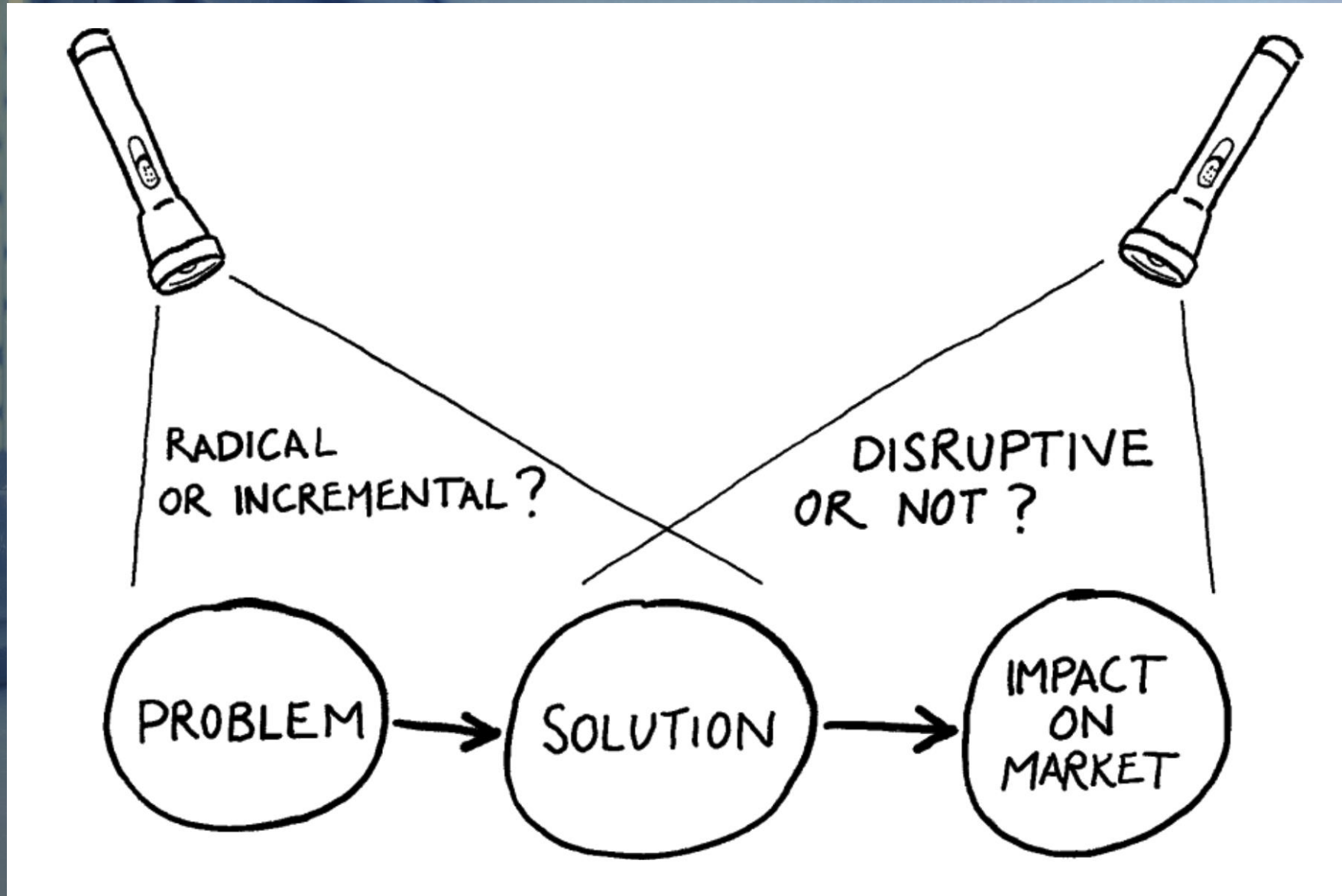
- Radical innovation represents a paradigm shift, departing from conventional norms.
- It goes beyond incremental improvements or minor modifications.
- Instead, it introduces profound changes in thinking, technology, or business models.
- This type of innovation challenges existing norms and redefines industries.



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RADICAL INNOVATION & DISRUPTIVE INNOVATION



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RADICAL INNOVATION: MIND THE GAP



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- **RADICAL INNOVATION – AN EXAMPLE:**

- ON-DEMAND MANUFACTURING:**

Imagine a world where everything in the fashion industry is produced on-demand. Manufacturers wouldn't hold large inventories of out-of-season items. Instead, they'd be able to pause factories instantly, restart production within days, and shift their manufacturing to match current product demand.

- **INCREMENTAL INNOVATION – AN EXAMPLE:**

- EXPANDED PRODUCT VARIATIONS:**

Brands enhance existing products by adding minor features based on customer feedback. For instance, offering more size and color options for top-selling items.

- **DISRUPTIVE INNOVATION – AN EXAMPLE:**

- COLLABORATIVE CONSUMPTION:**

Platforms like rental services, clothing swaps, and peer-to-peer resale apps disrupt the traditional ownership model. Consumers now have alternatives to buying new items, promoting sustainability and reducing the environmental impact of fashion.

THE SWEET SPOT OF INNOVATION

- 1. Desirability:** Is it reasonable to think that the final users will need or want to use the solution?
- 2. Viability:** Does the solution seem worth pursuing and the commercialisation business model sustainable?
- 3. Feasibility:** Is it reasonable to assume that the solution can technically be implement or realised?

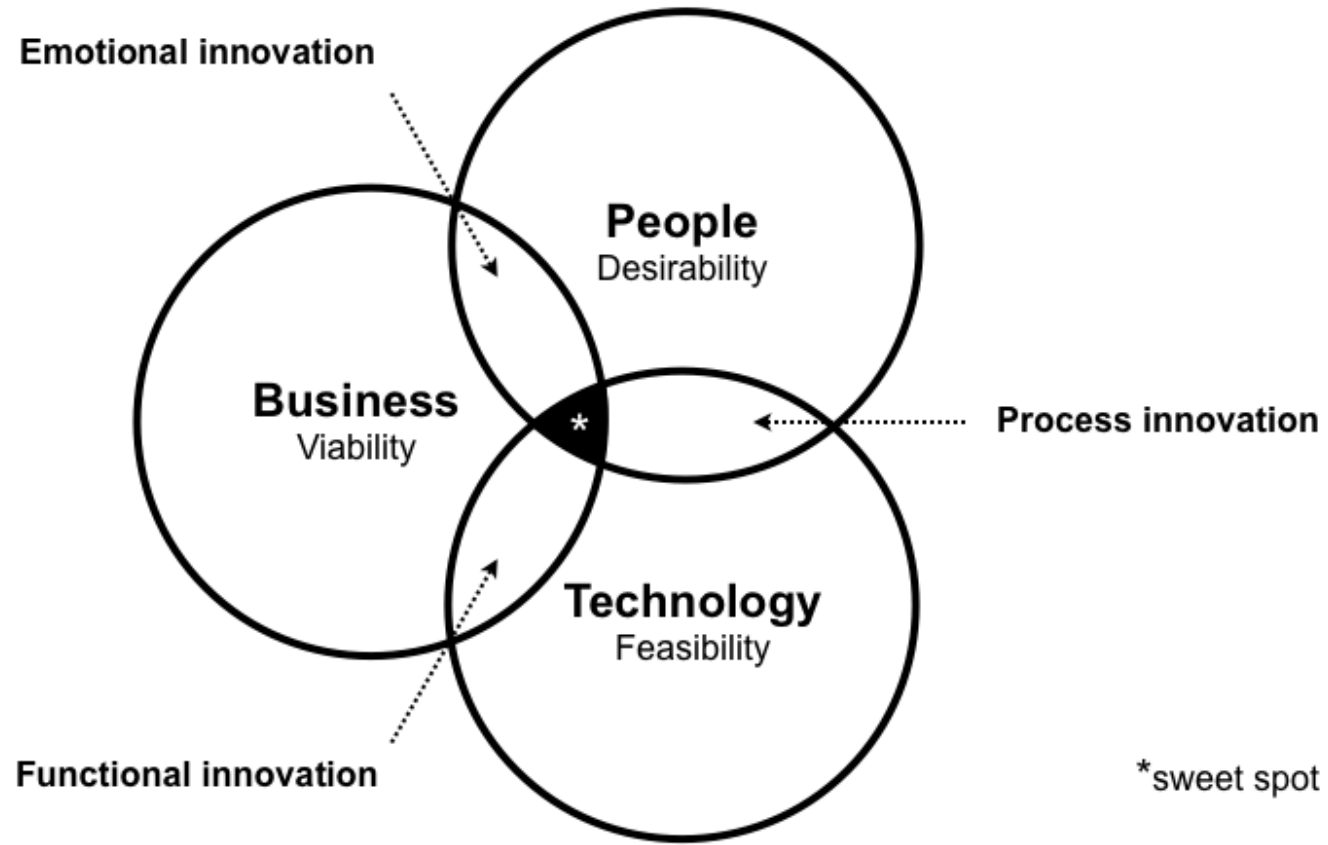
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THE SWEET SPOT OF INNOVATION



THE SWEET SPOT OF INNOVATION

It is important that we look **behind the idea** and deal with the **underlying problem**.

And we should also look **behind the problem** and deal with the **underlying assumptions**.

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**THE ANSWER TO
INNOVATION
IS TO ASK ONE
MORE QUESTION**



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Thank you!

For more information please visit:

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