

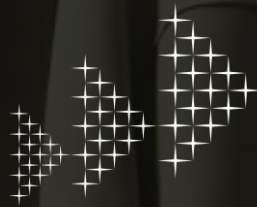
# Innovation Booster Fashion & Lifestyle

**Fashion Innovation**

November 7th, 2024

Lugano – Dagorà Lifestyle Innovation Hub

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**DAGORÀ**

LifeStyle • Innovation • Hub

## The Radical Innovation's Paradox: Why Unlearning Leads to Breakthrough Thinking

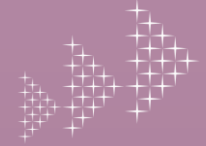
*Daniele Panato*

*Community Development & Innovation Booster Director*

**Dagorà**

# ABOUT INNOVATION BOOSTER

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**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.

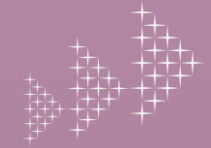
**Innosuisse - Swiss Innovation Agency**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

# THE INNOVATION BOOSTER FASHION & LIFESTYLE

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## WHAT IS IT?

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The **IB – Fashion & Lifestyle** aims to identify top industry challenges, match them with research and experts and foster **Radical Innovation** through an open, sustainable, and user-centric approach.

## HOW DOES IT WORK?

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



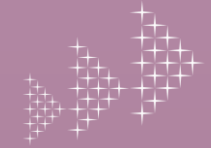
Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas** / year (≈ CHF 27K / idea) that prove potential to change the Fashion & Lifestyle world

# INNOVATION BOOSTER FASHION & LIFESTYLE PROGRAM PHASES

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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 **jointcreate**, 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 **explore the problems** and **co-create** with the support of experts



PITCH YOUR IDEA  
& GET FUNDS

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

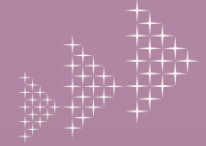


TEST, IMPLEMENT  
& LEARN

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

# INNOVATION TEAMS

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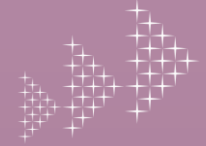
**Innovation Teams** consist in, at least:  
one **research partner** and one **implementation partner**.

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

**Research partners** 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** 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.



## WHAT IS IT?

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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.

# PITCH JURY

## COMPOSITION

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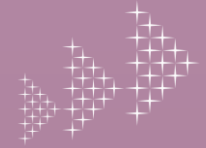
- **Felicitas Morhart** – Ordinary Professor of Marketing, **University of Lausanne**
- **Nina Bachmann** – Member of the Management Board, **Swiss Textiles**
- **Stephane JG Girod** – Professor of Strategy & Organizational Innovation, **IMD**
- **Lydia Schmeink** – TL CAD, 3D Virtualization & Projects, **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**
- **Giulia Miniero** – Professor, **Franklin University Switzerland**
- **Lorenzo Centi** – Director Indirect Procurement

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# OUTPUT ON FUNDED IDEAS

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Testing the potential of new radical innovative ideas, through:

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



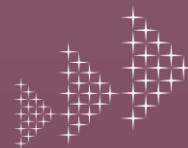
# TOGETHER TO DRIVE THE FUTURE OF FASHION & LIFESTYLE: A SPECIAL THANK YOU TO THE PROGRAM SPONSORS ALREADY ONBOARD

CO-SPONSORS ALREADY ONBOARD AND MEMBERS OF THE JURY



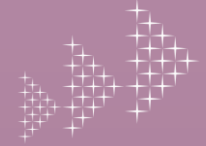
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# INNOVATION BOOSTER SPONSORSHIP BENEFITS

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- 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



AI Enhanced 3D Model Maker

**GUESS**

**SUPSI**

**TUCANO**

Integrating GenAI to generate B2B business offers to leads or clients

**HSLU** Hochschule Luzern

**Insightable**



AI-Driven Product Upcycle for Luxury Fashion

**accenture**



**SUPSI**



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

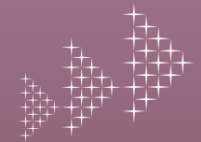
**Shootify**

**SUPSI**

**Innovation  
Booster**

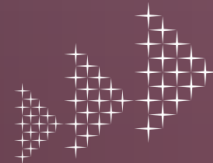
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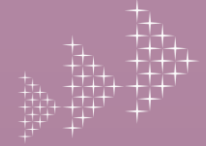
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# Are you familiar with the definition of Radical Innovation?

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“If I had an hour to solve a problem, I would spend 55 minutes defining the problem and only five minutes finding the solution”

Albert Einstein



# 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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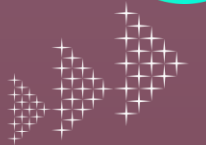
# ABDUCTIVE DESIGN

**Abductive Design** (or Abductive Reasoning) is a problem-solving approach that combines creativity with logical reasoning to generate innovative solutions.

It's particularly useful when dealing with complex, unclear problems where traditional methods fall short.



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# ABDUCTIVE DESIGN: KEY CHARACTERISTICS IN INNOVATION CONTEXTS

**1. Novelty-Oriented Problem Framing:** Unlike traditional problem-solving approaches, abductive design research actively seeks to frame problems in ways that lead to novel solutions.

**2. Integration of Intuition and Rigor:** It combines the creative leaps of insight associated with intuition with rigorous testing and validation processes.

**3. Contextual Sensitivity:** Abductive reasoning is highly dependent on the specific context of the problem, requiring deep understanding of the situation at hand.

**4. Iterative Theory-Data Interplay:** The process involves continuous back-and-forth between theoretical concepts and empirical observations, allowing for the refinement of both problem understanding and potential solutions.



# KEY ASPECTS OF NOVELTY-ORIENTED PROBLEM FRAMING FOR FASHION INNOVATION

## 1. Challenging Assumptions

Example: Instead of asking "How can we make more sustainable clothing?", reframe it as "How might we eliminate the concept of waste in fashion?"

## 2. Shifting Perspectives

Example: Rather than "How do we improve online shopping experiences?", ask "How might we blend physical and digital realms to create immersive fashion experiences?"

## 3. Broadening the Context

Example: Instead of "How can we make more comfortable shoes?", consider "How might footwear enhance human capabilities in various

## 4. Emphasizing Possibilities

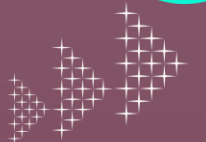
Example: Rather than "How do we reduce fast fashion consumption?", frame it as "How might we make timeless fashion exciting and desirable?"

## 5. Using Provocative Language

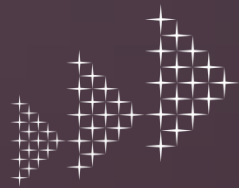
Example: Instead of "How can we improve clothing durability?", ask "How might fashion evolve with its wearer over a lifetime?"



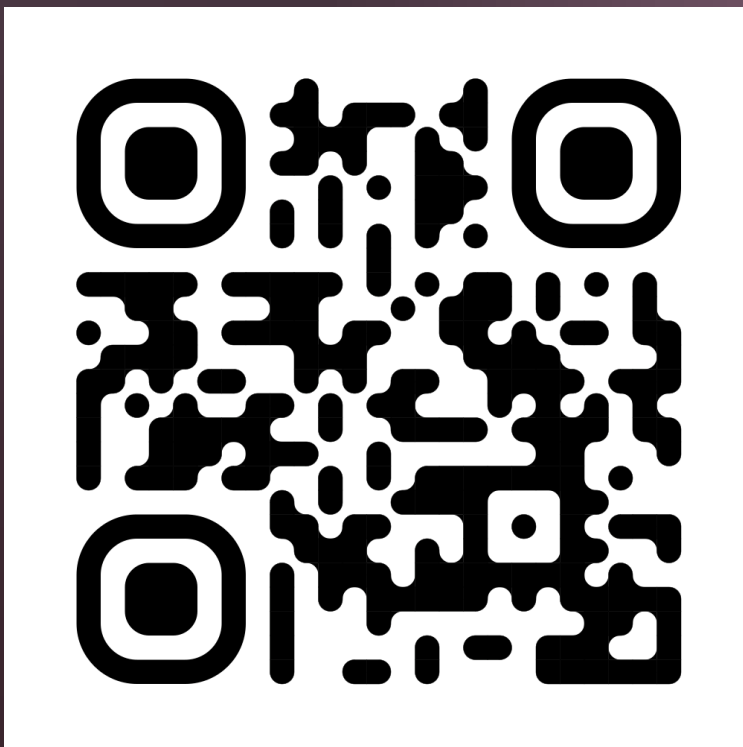
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# Thank you!

For more information please visit:  
[ibfashionandlifestyle.ch](http://ibfashionandlifestyle.ch)

Or Contact:  
[daniele@dagora.ch](mailto:daniele@dagora.ch)