



DAGORÀ

LifeStyle • Innovation • Hub

We Connect, You Grow



OUR TEAM WELCOMES YOU TO THIS COMMUNITY DAY



We are a community
of C-level managers
and entrepreneurs
in the Lifestyle sector



Lifestyle Innovation Hub

We are a Community
of Brands, Service
Tech Providers, Retailers
and Manufacturers
fostering innovation
through knowledge sharing
and business networking.



Dagorà is founding partner of Lifestyle Tech Competence Center, part of Switzerland Innovation Park.

The members of the association:

 **accenture**

 **ANTARES VISION
GROUP**

 **ASSOS
OF SWITZERLAND**

BALLY

 **Barilla®**
DAL 1877

 **Città
di Lugano**

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GUESS

HYPHEN

LAVAZZA

loomish.
— INVESTING IN INNOVATION

 **Microsoft**

 **moresi.com**

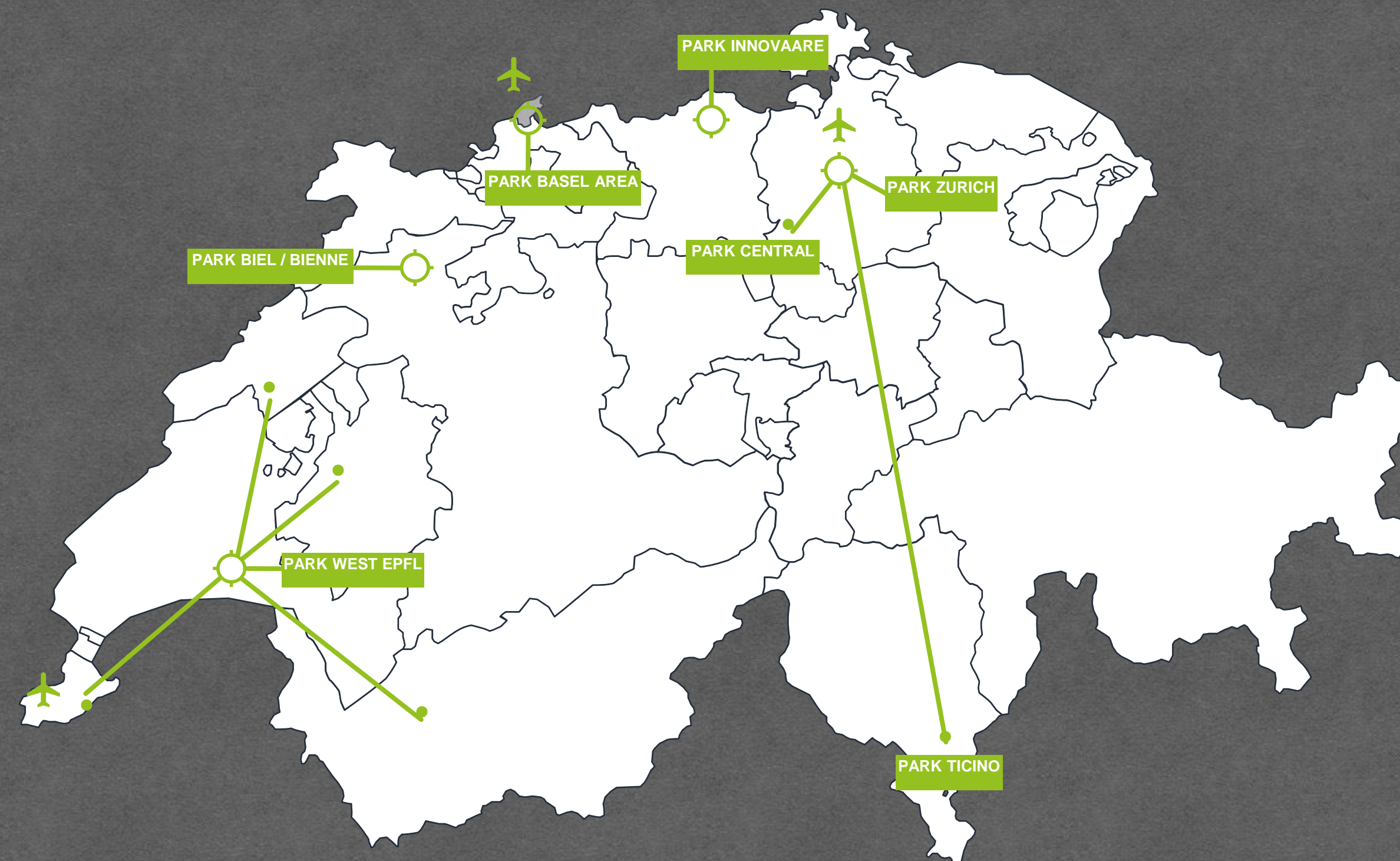
Scuola universitaria professionale
della Svizzera italiana
SUPSI

 **UBS**

 **Università
della
Svizzera
italiana**

 **VF**

Berto
SALOTTI



Data-driven research studies

Gain insights on how consumer trends are evolving

Panel data from 2023

Profiled consumers

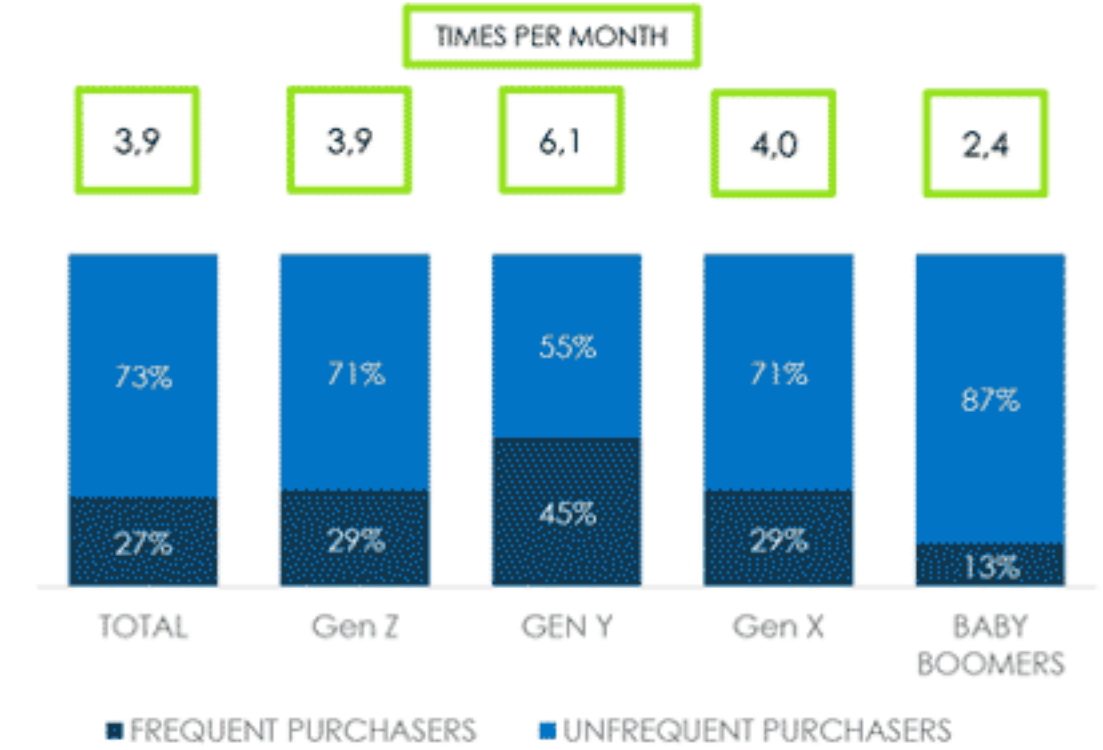
Online shopping frequency

Frequency of online purchases



- **Frequent shoppers**, the ones who usually purchase at least once a week, **are 27% of respondents**, reporting an **average** of about **11 purchases per month**.
- Remaining **73% purchase less often**. On average **1,4 purchases per month**

20 How often did you purchase online in the past year?
Base: Total sample N=700



- It is **Gen Y** that shows the **highest purchase frequency**. Here we find on average 6,1 purchases per month, but **among frequent users**, it reaches **12 purchases**.
- In Switzerland, **Millennials** are **particularly relevant** when it comes to **e-commerce**.

Researches 2023:



Research study
on consumer trends
and behavior (Italy)



Research study
on consumer trends
and behavior (Switzerland)



Vertical reports on single Industries:
Fashion, Cosmetics, Electronics, Design &
Furniture, Travel, Food – Switzerland & Italy

Our next events



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Community Days

Our Members access closed-door events
all around Switzerland

**C-level managers and entrepreneurs from medium and large
enterprises**

From 30 to 50 people:

- 50% Community members
- 50% ad hoc guests
- Brands
- Tech Service Providers
- Academia

Next event:
November 9th – Lugano

MACH: UNLEASHING POTENTIAL FOR eCOMMERCE



PHILIPP PLEIN



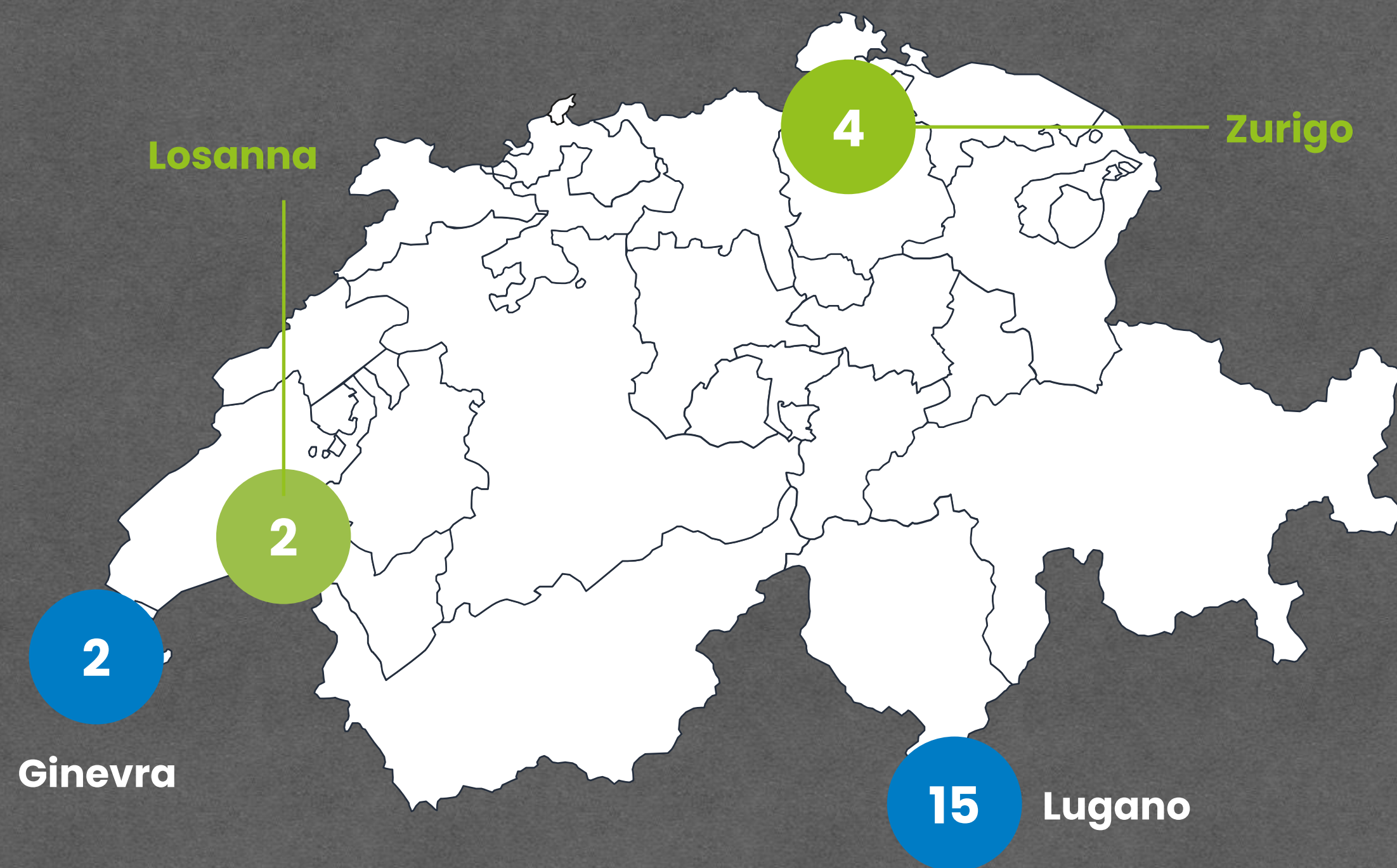
BOSS
HUGO BOSS



Berto
SALOTTI

for all mankind
7

Community Days 2023/ 2024 events calendar



LOSANNA

HOMEDÉCOR AT LA REDOUTE
TBD

8 FEB 2024
SEPTEMBER 2024

GINEVRA

INNOVATION IN PAYMENTS
TBD

14 NOV 2023
MAY 2024

LUGANO

TECH, TALENTS & TICINO	23 JAN 2023
TRAVEL & TECH, ENTREPRENEURSHIP, INNOVATION & SUSTAINABILITY	7 FEB 2023
FOOD & TECH	28 MAR 2023
FASHION OUTDOOR RETAIL	20 APR 2023
BANKING FOR HOME AND LIVING	23 MAY 2023
DESIGN & FURNITURE	12 JUNE 2023
FASHION	4 JULY 2023
DIGITAL HEALTH INNOVATION	3 OCT 2023
FASHION LUXURY AT PHILIPP PLEIN	19 OCT 2023
MACH: Unleashing Potential for eCommerce	9 NOV 2023
FASHION	24 JAN 2024
PETCARE INNOVATION & DIGITAL TRANSFORMATION	15 MAR 2024
TRAVEL	10 APR 2024
HOROLOGERIE	7 JUNE 2024
FASHION	15 OCT 2024

ZURIGO

INNOVATION IN PAYMENTS	30 OCT 2023
FOOD	27 FEB 2024
RETAIL	26 JUNE 2024
COSMETICS	8 NOV 2024



e-Luxury Summit
2023

eLUXURY SUMMIT 2023

28th November 2023 at IMD

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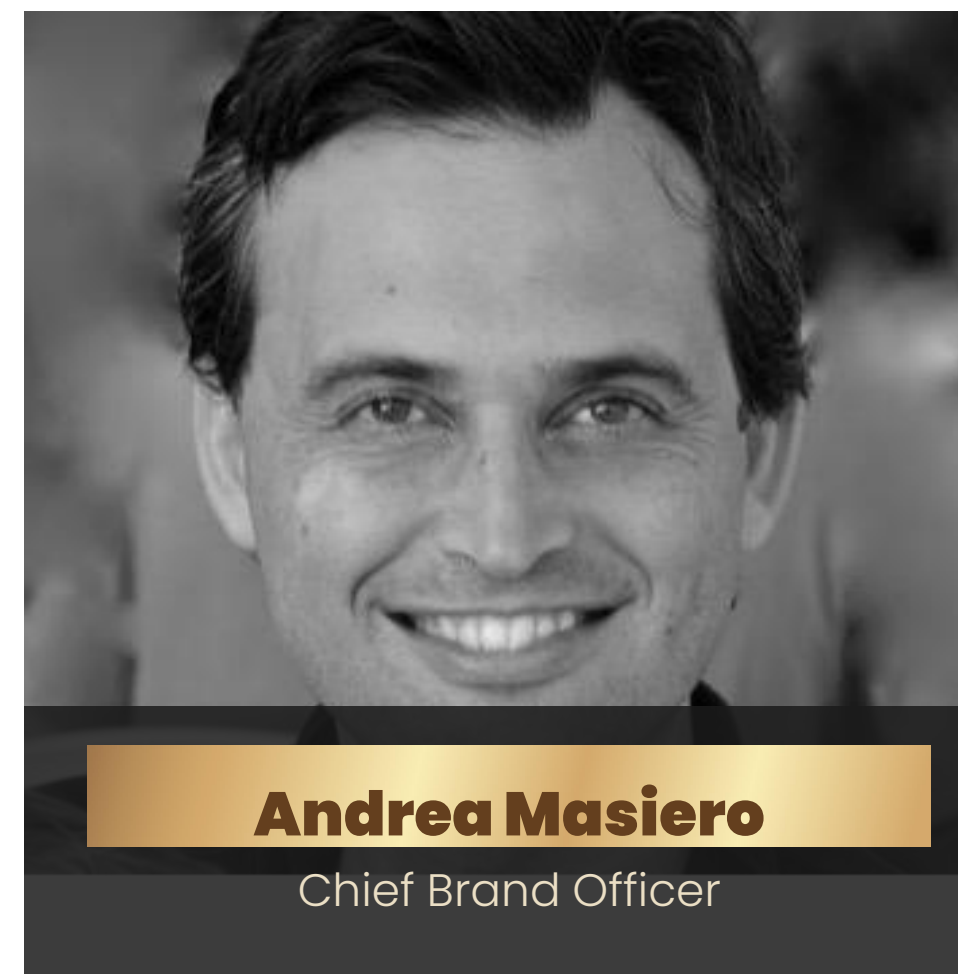
**OUR
CONFIRMED
SPEAKERS**

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

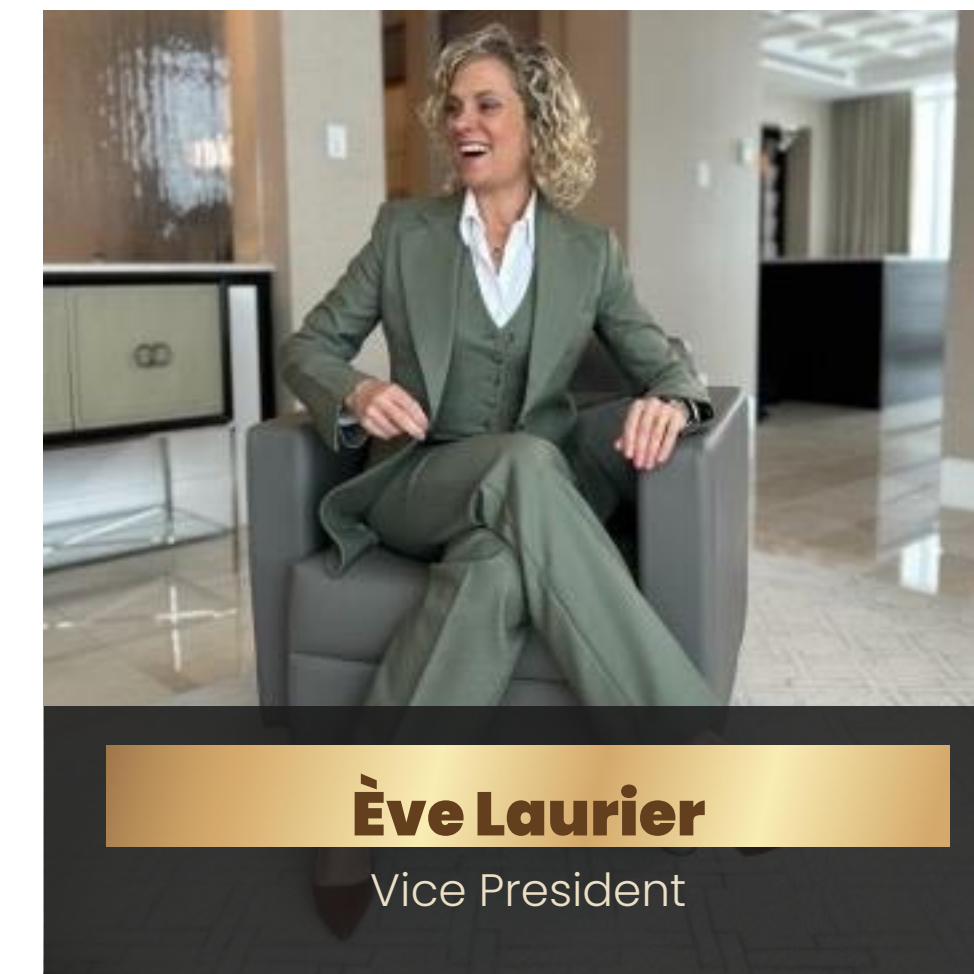
Check out the full updated
list on [our website](#)



PARMIGIANI
FLEURIER



FENDI



BOMBARDIER



BVLGARI



Gianvito Rossi



(GRUPPO FLORENCE)



April 22nd, 2024 – LAC, Lugano



1000+ C-level attendees



80+ Speakers



100+ Brands



30+ Scale-ups



2 VIP Aperòs

Confirmed brand speakers



Daniel Talens
Chief Executive Officer

ALESSI



Ruth Oberrauch
Member of the Executive Board

oberalp
GROUP



Antonio Avitabile
Managing Director

Sony
Innovation
Fund

Agenda - April 2024

21

VIP APERÒ

22

MAIN EVENT

22

VIP APERÒ

Confirmed brand speakers



Marco Ruffa
Digital Transformation Director
& ESG Lead

PINKO



Sebastian Paul
Head of Digital Commerce

 **VICTORINOX**



Michele Foletti
Mayor

 **Città
di Lugano**



250+
Attendees



20+
Speakers



80+
Brands



Retail Tech Innovation

The future of Food, Hospitality and
Leisure retail

October 2024 – SIP Zürich

Our new Hub

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Dagorà Lifestyle Innovation Hub

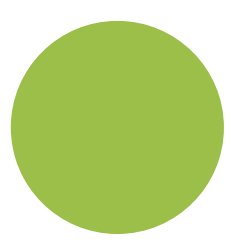
KEY INFO

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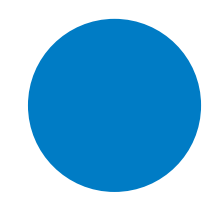
- Via Pietro Peri 21, Lugano
- 1 out of 6 buildings
- 7 floors + parking
- Surface: 2'000+ sqm
- Future arrival of RTTL (Tram-Train) in front of the entrance of the building
- 3 minutes walk from Lugano Town Hall
- Currently connected TPL 2,3,5 and ARL 461



*render depicting the buildings layout after the construction of tram-train track.



New Dagorà Hub in Lugano pedestrian city centre



Our Community

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Dagorà Community Membership

**+42 SELECTED
MEMBERS
ALREADY JOINED OUR
COMMUNITY**

Benefits		Details
Main Events* Max 1 person per event + 50% discount on additional tickets	3 /Year	Access Dagora's Main Events such as Lifestyle Innovation Day (Lugano), eSustainability (Zürich) and eLuxury Summit (Lausanne)
Community Days Max 1 person per event	3 /Year	Access 50 people events organised in all main linguistic regions in Switzerland and focussing on vertical industries (e.g. Fashion & Tech)
Research Access Number of full-text downloads	4 /Year	Exploit the latest market's granular data with up-to-date researches (1 per quarter) about user behaviour and industries' trends
Content & Mktg Number of 5000 characters articles	2 /Year	Gain visibility among prospects, clients and peers with two written articles produced and distributed on Dagora's social media profiles
Sponsorship Discount %	16%	Save on events sponsoring with a dedicated discount on all of the available packages to showcase your services and success cases
Event Room Lugano Discount %	50% **	Organise your own event, workshop or training session in Dagora's event room in Lugano (60 pp. capacity) and available facilities
Education/ Training Discount %	50%	Benefit from exclusive educational classes led by professors and industry experts to stay ahead in your field

Why Become a Member?

We believe that innovation thrives in a supportive and inclusive Community. That's why we've created a platform where entrepreneurs and C-level managers can come together to learn, collaborate, and grow.



President



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Carlo Terreni



Community Development Director



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Daniele Panato