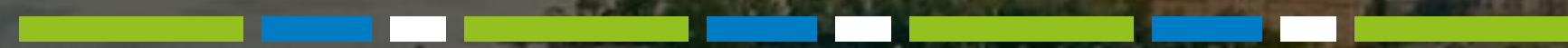


DAGORÀ

LifeStyle • Innovation • Hub

Where People Come First



WHO WE ARE

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

FASHION

FOOD

LUXURY

TRAVEL

COSMETICS

DESIGN



OUR COMMUNITY



OUR COMMUNITY



+110 active members

+3'000 brands in database

+2'000 yearly event attendees

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.

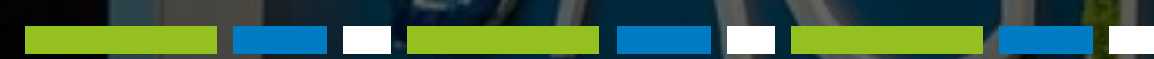
**PEOPLE
FIRST**

INNOVATION

EXCELLENCE

COMMUNITY

WHAT WE DO



DAGORÀ
LifeStyle • Innovation • Hub

DRIVING INNOVATION THROUGH

EVENTS

MAIN EVENTS

INDUSTRY DEEP DIVES

COMMUNITY DAYS

VIP EVENTS & INVESTORS DINNERS

WORKSHOPS & SPECIAL PROJECTS

INDUSTRY WORKSHOP

IB "FASHION & LIFESTYLE"

TRAINING

WEBINAR

WORKING SPACES

PRIVATE OFFICES

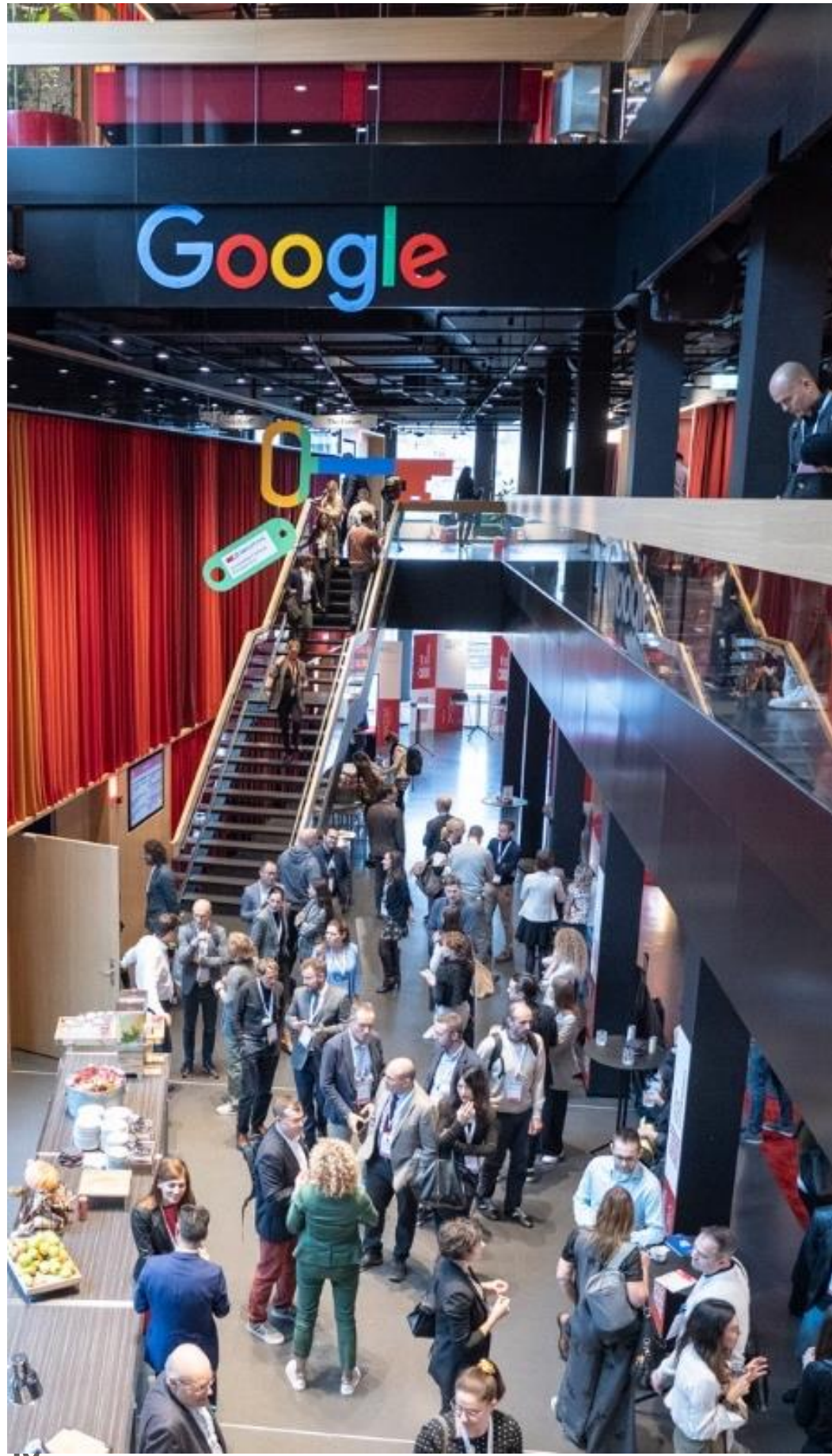
COWORKING SPACES

MEETING ROOMS

EVENT ROOM

EVENTS

MAIN EVENTS



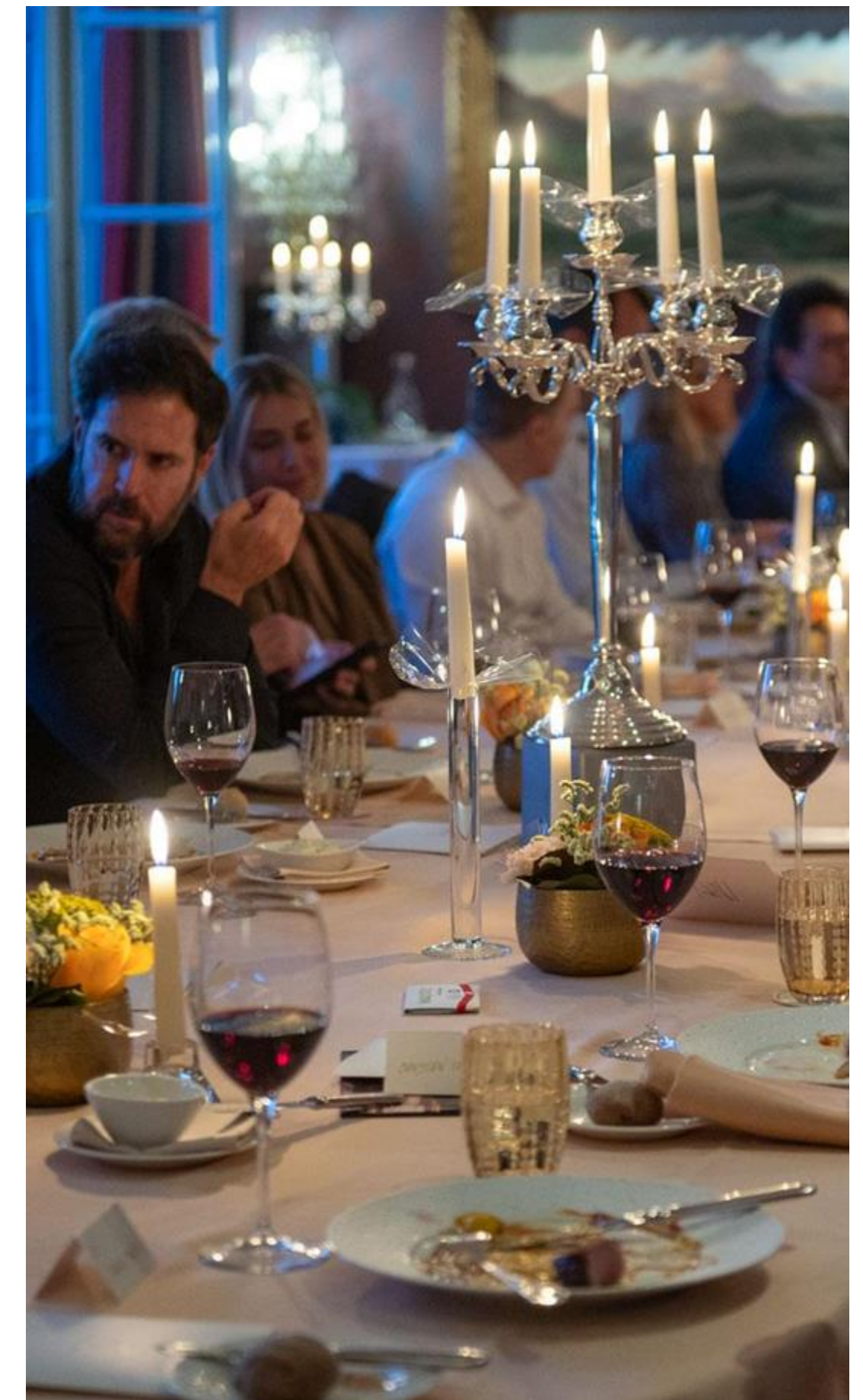
COMMUNITY DAYS



INDUSTRY DEEP DIVES



VIP EVENTS



WORKSHOPS & SPECIAL PROJECTS

INDUSTRY WORKSHOP



IB FASHION & LIFESTYLE



TRAININGS & WEBINARS

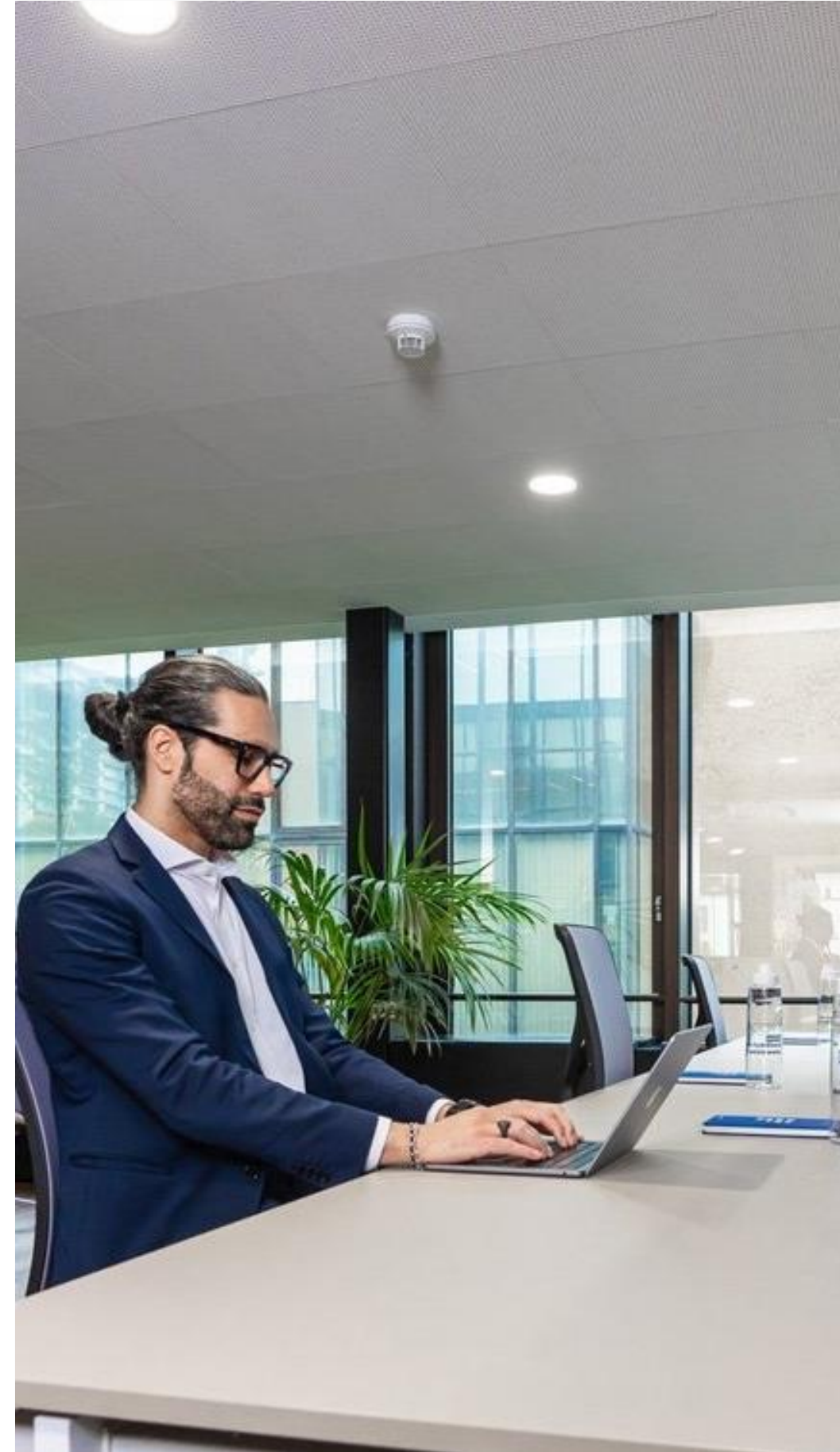


WORKING SPACES

PRIVATE OFFICES



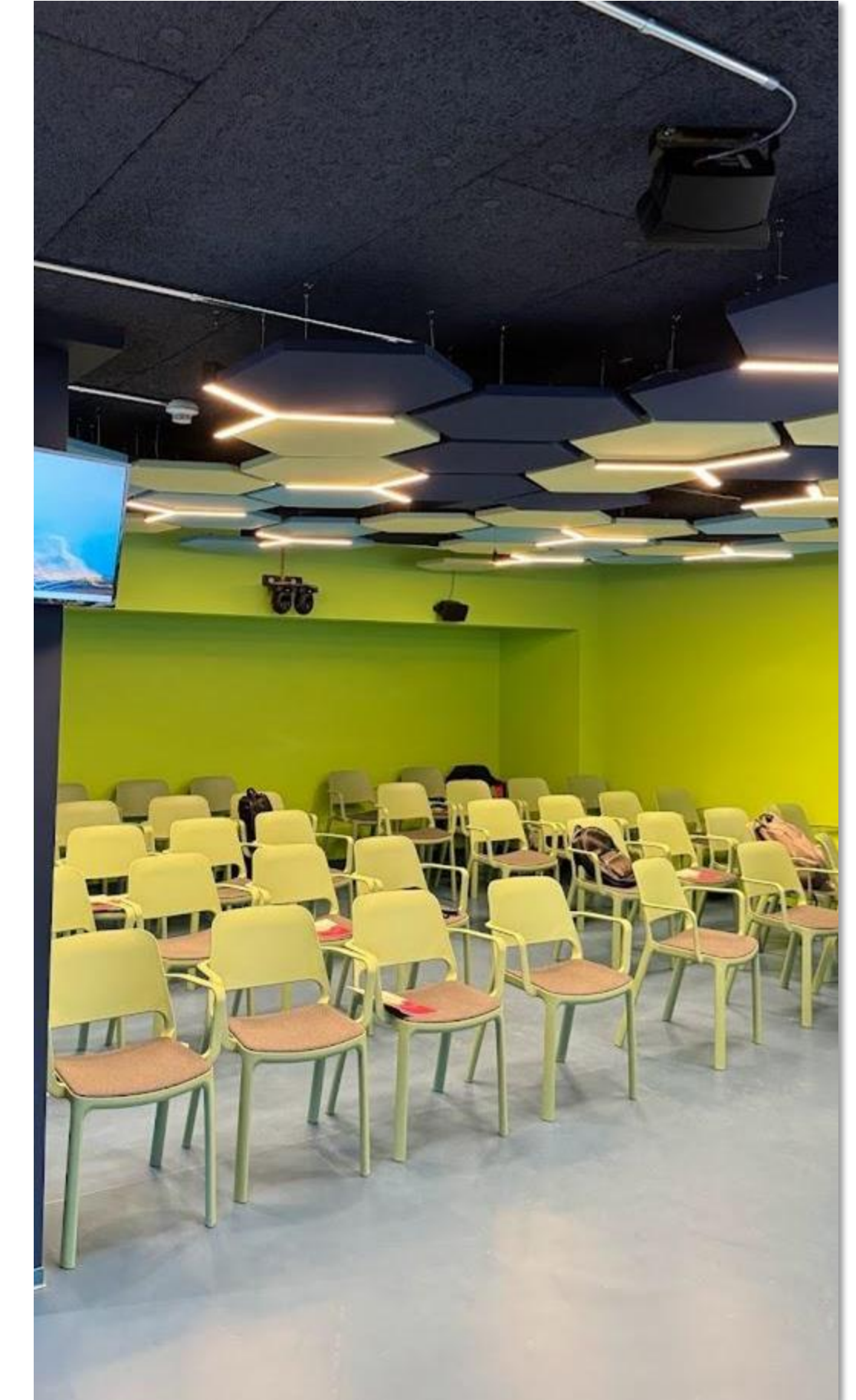
COWORKING



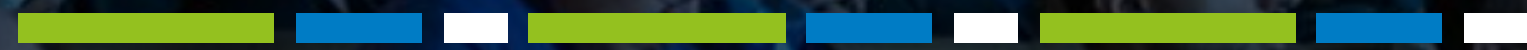
MEETING ROOMS



EVENT ROOM

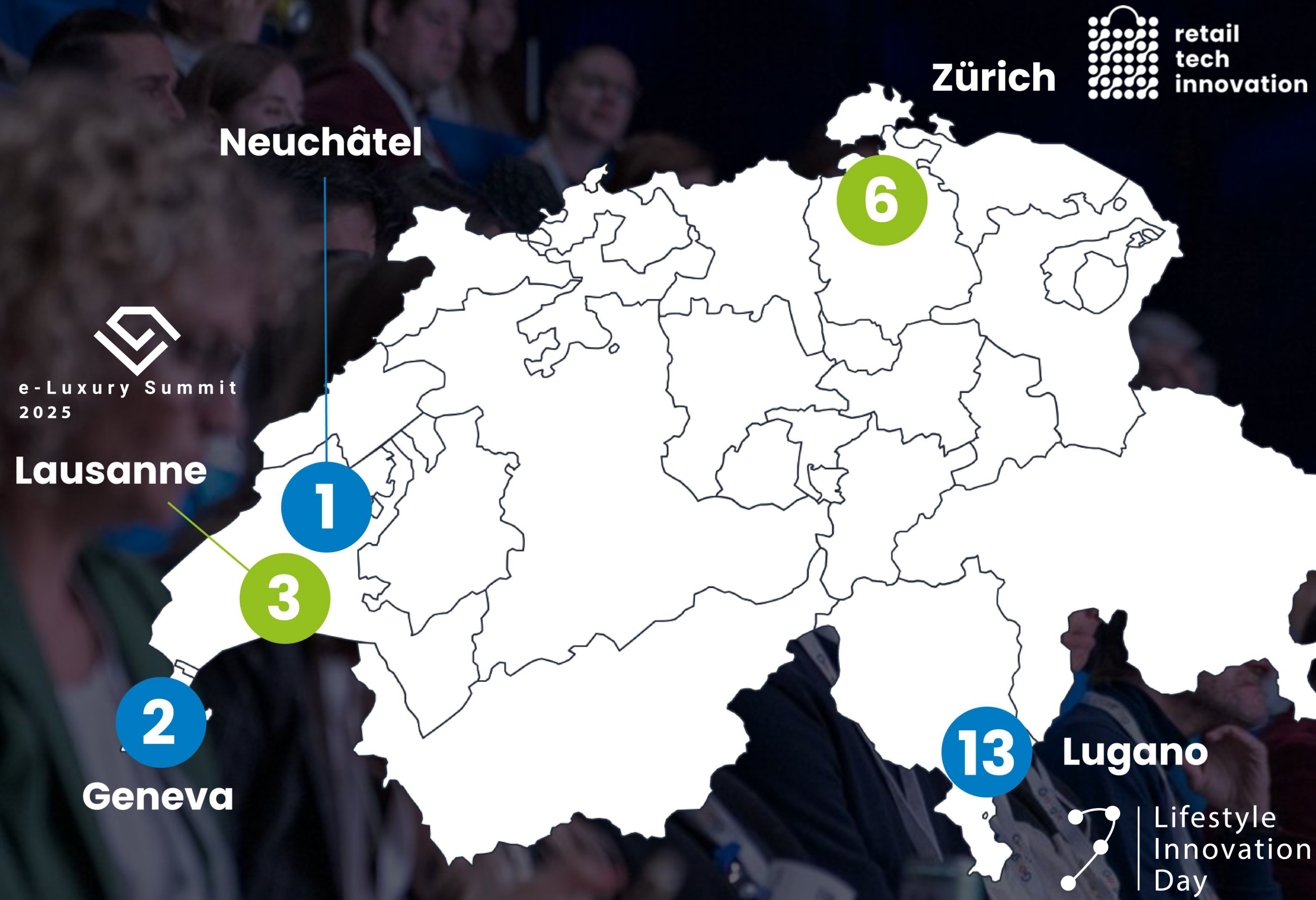


OUR NEXT EVENTS



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.

6 FEB | FOOD & BEVERAGE



FEB 6 2025 **Food & Beverage**
Lugano, Switzerland starting from 14:00

11 MAR | PETCARE



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

26 JUN | BEAUTY



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

SEP 25 | FASHION -TECH



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



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



Our
Confirmed
Speakers
2025



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



Retail Tech Innovation

Zürich – November 19th @Google HQ



Retail Tech Innovation launches its second edition on October 23rd, 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

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

Innovation Booster Fashion & Lifestyle

The IB – Fashion & Lifestyle empowers **operational, technological, and social** innovations developed with and for the Swiss Fashion and Luxury sector. Thanks to 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 27K / idea**) that prove potential to change the Fashion & Lifestyle world

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Daniele Panato