



DAGORÀ

LifeStyle • Innovation • Hub

Where People Come First

Daniele Panato – *Community Development & Innovation Booster Director* – **Dagorà**

Community Day Food & Beverage at **Heineken**
Milan – June 12th, 2025

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

WHO WE ARE

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

FASHION

**FOOD &
BEVERAGE**

LUXURY

TRAVEL

COSMETICS

DESIGN



OUR COMMUNITY

OUR COMMUNITY



+120 active members

+3'000 brands in database

+2'000 yearly event attendees

COMMUNITY MEMBERS

BRAND, RETAILER & MANUFACTURERS



WHAT WE DO



accenture

ANTARES VISION
GROUP

comish.
— INVESTING IN INNOVATION —

DRIVING INNOVATION THROUGH

EVENTS & PEER TO PEER EXCHANGE

MAIN EVENTS

INDUSTRY DEEP DIVES & 1-1
MEETINGS

COMMUNITY DAYS

VIP EVENTS & INVESTORS DINNERS

TRAININGS, WORKSHOPS & SPECIAL PROJECTS

INDUSTRY WORKSHOP

IB "FASHION & LIFESTYLE"

MARKET STUDIES & TRAINING

WEBINAR

WORKING SPACES

PRIVATE OFFICES

COWORKING SPACES

MEETING ROOMS

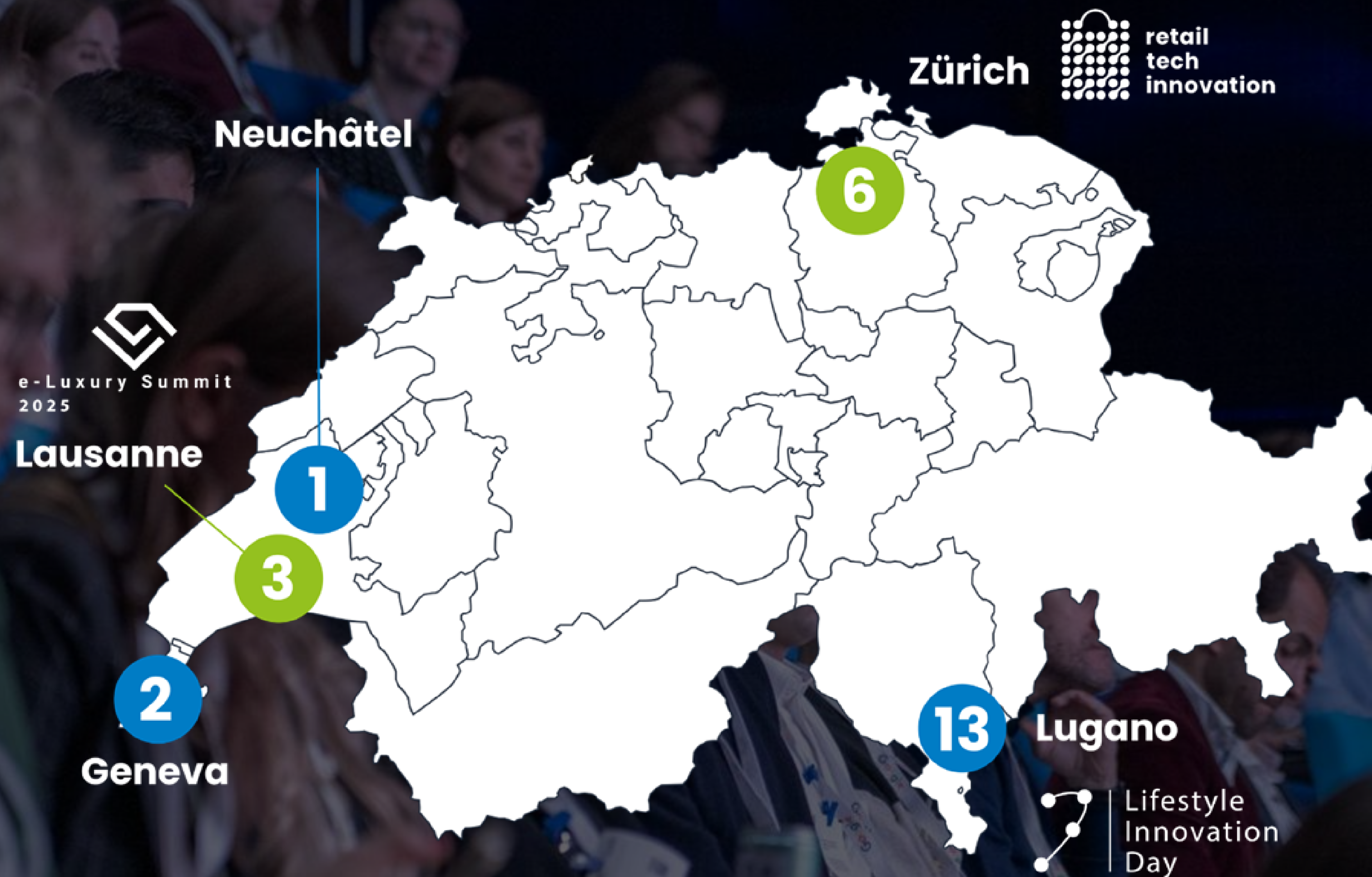
EVENT ROOM



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 Workshops

Next -> October 23rd – Beauty Innovation

WHAT ARE INDUSTRY WORKSHOPS ABOUT?

Closed-door workshop of **15/18 managers from Luxury and tech world** discussing about **innovation** and **industry priorities**, **exchanging experiences** and **best practices**

HOW DOES IT WORK?



Design-thinking **workshop** to facilitate **peer discussion** and defining **key areas** for innovation



Formalization of a **report on innovation** in the Luxury world to be **shared among participants**

WHAT ARE THE GOALS?

Exchange experiences and **network** with **top executives** and **experts impacting** the Luxury world

Facilitate peer-to-peer connection and **new opportunities**



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**.

26 JUN | BEAUTY

CONFIRMED SPEAKERS

Industry Deep Dive

EN



JUN 26 2025

Beauty

Lugano, Switzerland from 14:00



intercos
GROUP



SHISEIDO



Angelini
Beauty



VALMONT

SEP 25 | FASHION TECH

CONFIRMED SPEAKERS

Industry Deep Dive

EN



SEP 25 2025

Fashion Tech

Lugano, Switzerland



Velasca
MILANO



SALOMON



EssilorLuxottica



VF



Industry Deep Dive

Food & Beverage

Investments and Innovation

Dagorà Lifestyle Innovation Hub – Lugano
February 6th, 2025

valora

Leone
DAL 1857

GAMBERO ROSSO®

MANOR®

vitavigor
dal 1958
I grissini di Milano

Emmi
GROUP

de Angelis
PASTA FRESCA

TERRE
D'OLTREPÒ



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

CONFIRMED

SPEAKERS 2025

Our speakers represent an
exclusive lineup
of C-level executives from
Europe's most prestigious
Luxury Brands & top Tech
companies



e - Luxury Summit



Rémy Harari-Teyssier
Head of Digital Optimization

LVMH



Luca Donnini
CEO Sportlux

Off-White™
Palm Angels



Franck Garnier
Head of Digital Innovation

HUBLOT



Michela Gioacchini
Head of Sustainability &
Corporate Social Responsibility

TOD'S
GROUP

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



Our Confirmed Speakers 2025

All speakers are **Top C-Level Executives** from leading Brands and Retailers from selected Lifestyle industries.



Nic Brandeberger

CMO

Mammut



Dario Cardamone

VP Global Marketing

GUESS



Marco Lanzl

Senior Director Digital Products

VF Corporation



Kerstin Stanka

Department Manager Customer
Intelligence & Analytics

Mediamarkt

VIP & Investor Dinners

Next -> September 17th – Dolder Grand – Zürich

LEARN

Learn about **investment opportunities** and get to know the **latest novelty trends** in the Industry by attending a VIP dinner with **investors, hand-picked executives** and **decision-makers**.

CONNECT

Connect with **managers, experts** and **entrepreneurs** in the Food, Beverage, Retail and Tech space to **broaden your network**.

Meet **private equity** and **investors** in order to explore **new investment opportunities**.

DAGORÀ
LifeStyle • Innovation • Hub



Executive Trainings

CONTINUE LEARNING

Trainings to help **managers** and their teams to deal with **market challenges**, stay up to date with **latest trends**, grow **knowledge base**, **improve skills** through ad-hoc sessions or structured programs, from basics to advanced themes

UPCOMING TRAININGS

SEPTEMBER 16TH

**ARTIFICIAL
INTELLIGENCE**

DECEMBER 2ND

**SUSTAINABILITY &
REGULATIONS**



Innovation Booster Fashion & Lifestyle

The IB – Fashion & Lifestyle empowers **operational, technological, and social** innovations developed with and for the Swiss Fashion and Lifestyle sector. Thanks to Dagorà community this program can leverages 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**



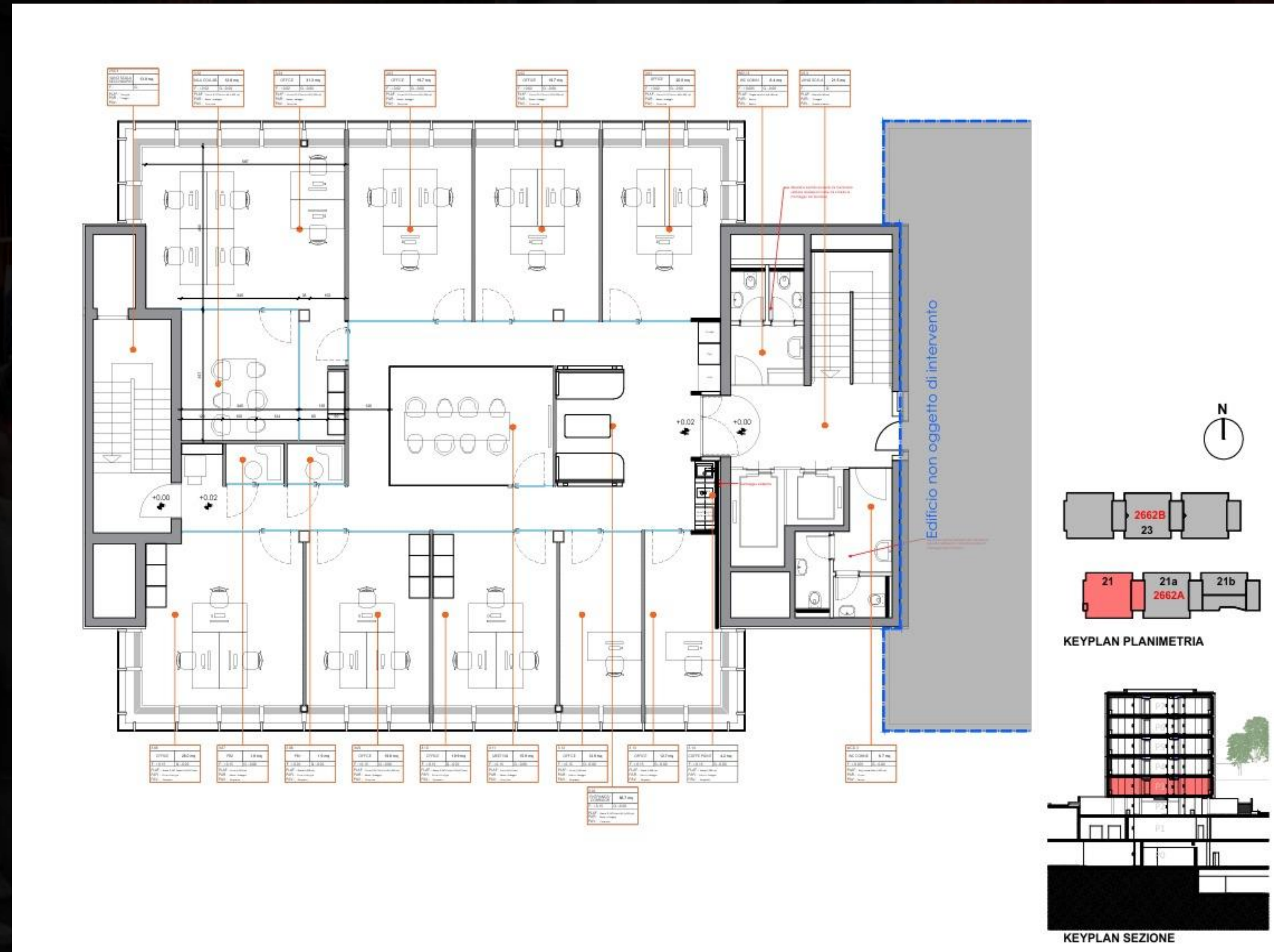
Managing events, research, workshops through **open innovation** and **user-centric methods**



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

FAST GROWING INNOVATION HUB

- **Third floor renovation** ongoing, will be ready by end of May 2025
- **CHF 650.000** investment
- **328 sqm**
- **9 new offices**
- **20 new companies & 60 professionals**
- **2 new meeting rooms & 1 coffee area**
- **1 Lounge Area**



THANK YOU



Daniele Panato



+41 76 584 72 74



daniele@dagora.ch



www.dagora.ch

**Community Development &
Innovation Booster Director**

DAGORÀ

LifeStyle • Innovation • Hub