

*The Power of **Community** to Accelerate **Innovation** in **Fashion & Luxury***

Daniele Panato

Community Development & Innovation Booster Director

Dagorà Lifestyle Innovation Hub



THE LEADING C-LEVEL COMMUNITY IN LIFESTYLE

Innovation happens when
decision-makers come
together.

We connect **brands, tech service providers, system integrators, retailers, manufacturers, and investors** — creating a fertile environment for knowledge sharing and the development of new business opportunities that foster **innovation** and **growth**.



COMMUNITY MEMBERS

BRAND, RETAILER & MANUFACTURERS



OUR EVENTS ACROSS SWITZERLAND

Connecting people from all the main Swiss regions



EVENTS & WORKSHOP

COMMUNITY ACCESS – MEMBERSHIP BASED

E-LUXURY SUMMIT 2025

IMD, Lausanne – 09.10.2025

INVESTOR VIP DINNER: FASHION

Lugano – 05.06.2025

INDUSTRY DEEP DIVE FASHION TECH INNOVATION

Dagorà Lifestyle Innovation Hub – Lugano – 25.09.2025

RETAIL TECH INNOVATION

Google HQ, Zürich – 19.11.2025

INDUSTRY WORKSHOP: FASHION & LUXURY

Suisse Romande – 27.11.2025



CONFIRMED
SPEAKERS 2025



Our speakers include a selection of leading C-level executives from Europe's most prestigious funds, iconic brands, and tech powerhouses.

October 9th, 2025
at IMD Business School, Lausanne

**BRANDS & RETAILERS
COMMUNITY**

**TECH SERVICE PROVIDERS
COMMUNITY**

DAGORÀ
LifeStyle • Innovation • Hub



Michela Gioacchini
Head of Sustainability &
Corporate Social Responsibility

TOD'S
GROUP



Amel Boubaaya
Head of Marketing and
Communications Europe at
Bentley Motors


BENTLEY



Luca Roda
CEO

JACOB COHËN
MILANO



EDWIN NAVEZ
CEO


ASSOS OF SWITZERLAND



Sylvie Freund-Pickavance
Global Strategy and Business
Development Director


**THE BICESTER
COLLECTION**



Camilla Calza
Marketing Director


ITALIAN EXCELLENCE SINCE 1873

Investor VIP Dinner: Fashion

June 5th – Ariva Restaurant, Lugano

BRANDS & RETAILERS
COMMUNITY

LEARN

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

GUEST ATTENDEES FROM

HUGO BOSS



for all mankind®

roberto cavalli

O= Design



ASSOS OF SWITZERLAND

DSQUARED2



BALLY

GUESS

SALOMON

C.P.
COMPANY

DAGORÀ

LifeStyle • Innovation • Hub



Industry Deep Dive

FASHION TECH INNOVATION

Dagorà Lifestyle Innovation Hub – 25.09.2025

An afternoon long networking and keynote speeches event with decision makers and top-notch expertise from the Fashion industry.

CONFIRMED BRAND SPEAKERS FROM

Velasca
MILANO

SALOMON



GUESS



EssilorLuxottica

**BRANDS & RETAILERS
COMMUNITY**

**TECH SERVICE PROVIDERS
COMMUNITY**



Confirmed Speakers 2025

November 19th, 2025 – Google HQ Europadallee Zürich

The event will gather the brightest minds in **retail technology and innovation** to explore the frontiers of technological transformation, the challenges faced by the sector and discover new perspectives on valuable and actionable solutions.



Nic Brandeberger

CMO



Dario Cardamone

VP Global Marketing

GUESS



Marco Lanzi

Senior Director Digital Products



Kerstin Stanka

Department Manager Customer
Intelligence & Analytics

MediaMarkt

**BRANDS & RETAILERS
COMMUNITY**

**TECH SERVICE PROVIDERS
COMMUNITY**



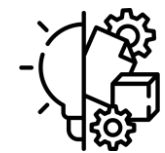
Industry Workshop: Fashion & Luxury

November 27th, 2025 – Suisse Romande*

WHAT IS THE INDUSTRY WORKSHOP ABOUT?

Closed-door workshop of **15/18 managers** from the Fashion & Luxury sector discussing about **product 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 Fashion & Luxury world to be **shared among participants**

WHAT ARE THE GOALS?

Exchange experiences and **network** with **top executives** and **experts impacting** the industry.

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

**BRANDS & RETAILERS
COMMUNITY**



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 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

Learn more at 16:10 in the Red Room:
Innovation Booster Fashion & Lifestyle.
Sparking Radical Innovation for Impactful Industry Transformations

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 28K / idea**) that prove potential to change the Fashion & Lifestyle world

Fashion
&
Lifestyle



DAGORÀ
LifeStyle • Innovation • Hub

FAST GROWING INNOVATION HUB

LUGANO CITY CENTRE

- **Third floor renovation** ongoing, will be ready by **June 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

Where People Come First

