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Press Release

## **The Triple Engine Behind Lifestyle Innovation: Technology, Investment, and People**

**Lugano, 19 May 2025** – Today, the 4th edition of the Lifestyle Innovation Day (LID), at LAC Lugano, talks about the disruptive forces needed to change the Lifestyle industry in turbulent times.

### **Turbulent times accelerating change**

The current time is marked by: AI disruption, sustainability shift in consumer behaviours, cross-industry competition and geopolitical tensions. The lifestyle sector is forced to change, and top managers in Fashion, Beauty and Travel industries are challenged to pursue growth and profitability in market evolution and uncertainty.

“At Dagorà, we believe a crisis can create growth, starting with knowledge sharing and connections.” says Carlo Terreni, President and Board Member of Dagorà Lifestyle Innovation Hub, “Today, the Lifestyle Innovation Day is one of the examples of how we foster these connections, gathering over 800 leaders, entrepreneurs and investors from Swiss and international players, who believe that collaboration drives real progress. The event is setting the stage for bold conversations on retail reinvention, sustainable fashion, beauty innovation, and global growth across trade and travel.”

### **Combining Investments and Innovation to succeed**

To challenge the current status quo, we need investors and public funds to provide capital to support innovation and entrepreneurs with bold ideas to change the sector.

Emile Dupont, Knowledge & Technology Team Leader at Innosuisse, today illustrates with the Dimpora story how support and funding can drive growth through innovation: "Our goal at Innosuisse is to provide innovators with the tools to make their innovation idea a reality and to turn their innovation projects into growth for their companies. We offer funding for projects, especially collaborative projects where research partners and companies work together, but we also offer mentoring and help for SMEs with an innovative idea, coaching for innovative start-ups, and networking opportunities in a range of different topics, from sustainability, big data or agriculture to fashion and lifestyle."

Dr. Anna Beltzung, CTO & Co-founder Dimpora AG: "It's incredibly rewarding to share how this partnership between Dimpora and Innosuisse helped turn an ambitious idea into a real, growing business. Today, after 6 years of hard work and dedication, our membranes are enabling high-performance, circular and PFAS-free weather protection for the fashion, lifestyle, and outdoor industries."

## The right people, the key to innovate

Because behind every successful transformation are individuals who connect ideas, inspire change, and turn uncertainty into opportunity. The digital minds of today are working on how to reshape their companies with the use of the biggest technology, namely AI.

Performance brand, North Sails, talks about modernizing their core activities with the use of AI. "Thanks to our digital strategy team we are embracing AI in order to scale our company and margin profitability," says Victor Duran, CEO of North Sails Apparel. "With the right people and the use of technology, we are improving our company's efficiency and effectiveness."

We need moments like the Lifestyle Innovation Day to share knowledge and address the challenges the industry is seeing, and collaborate with peers in order to find solutions for the future.

Events like the Lifestyle Innovation Day are essential for sharing knowledge, tackling the industry's current challenges, and building the collaborations needed to shape future solutions.

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## Dagorà Lifestyle Innovation Hub



Dagorà Lifestyle Innovation Hub revolutionizes the interaction between companies by promoting business networking and orchestrating a vibrant community of C-level executives and decision-makers. As a membership-based community, we connect C-level managers to inspire innovation and facilitate knowledge sharing within the Lifestyle sector. Located at Via Peri 21b in Lugano, the Dagorà Lifestyle Innovation Hub serves as a collaborative space of more than 2,000 sqm, where companies and investors meet to create new business opportunities, fostering connections with universities and institutions.

Our mission is to stimulate creativity and provide entrepreneurs and C-level managers with the relationships necessary to develop their companies. Among our main activities are events, community days, and workshops for innovation and the sharing of case studies through our online platform. With activities throughout Switzerland and headquartered in Lugano, Dagorà is dedicated to fostering innovation and growth. For more information visit: <https://dagora.ch/>

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