



Innovation Booster Fashion & Lifestyle

Radical innovation as a driver of growth

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Fashion
&
Lifestyle



**SWITZERLAND
INNOVATION**
PARK TICINO | SITE OF PARK ZURICH

LIFESTYLE TECH COMPETENCE CENTER

The Innovation Booster – Fashion & Lifestyle

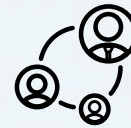


WHAT IS IT?

The **IB - Fashion & Lifestyle** capitalizes Swiss-based Fashion and Lifestyle community to identify top challenges, match them with experts and bring ideas to life through an open, sustainable, and user-centric approach.

In alliance with **SIP-TI-LTCC**, our community leverages a unique ecosystem enabling the **dissemination of radical solutions** to the challenges of Fashion and Lifestyle

HOW DOES IT WORK?



Capitalizing the Fashion & Lifestyle community to **solve industry challenges / problems**



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



Rewarding **up to 10 ideas** / year (\approx CHF 25k / idea) that prove potential to change the Fashion & Lifestyle world

How does it work?

PHASE 0
INDUSTRY INPUT

PHASE 1
CHALLENGE YOUR IDEAS

PHASE 2
TEST, IMPLEMENT,
LEARN



Mar 12

FASHION & LIFESTYLE INDUSTRY WORKSHOP

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community



Apr 22

LAUNCH IB CALL FOR IDEAS APPLICATIONS

The **IB opens a call on its online platform**, focusing on challenges identified during Industry Workshops



Apr 22 – Jun 13

APPLY TO THE IB CALL

People from **the community can submit proposals** leveraging an **Application Kit** provided



Jun 19

WORKSHOP “CHALLENGE YOUR IDEAS”

Innovation Teams are invited to join a **design thinking workshop**. They **enrich their ideas** with the support of experts



Sept 12

PITCH YOUR IDEA & GET FUNDS

Innovation Teams pitch their ideas, and the **Jury decides** which **projects receive funding**



Sept 12 – Onw.

TEST, IMPLEMENT & LEARN

Awarded Innovation Teams execute their project, share results / lesson learned, **evaluate next steps**

We have worked together to identify innovation challenges in the fashion & lifestyle industry



BALLY
B · R · U · L · I

HUGO BOSS

DSQUARED2

SUPSI
Scuola universitaria professionale della Svizzera italiana

BRANDS & COMPANIES INVOLVED

GUESS

FIFA

V&C

ALPHA SQUARE INVEST

GAS

accenture

HYPHEN

Triumph

PHILIPP PLEIN

moresi.com (GRUPPO FLORENCE)

FASHION & LUXURY INDUSTRY

Fashion & Luxury | Main topics and challenges

Illustrative

KEY CHALLENGE	1. SUSTAINABILITY AND ITS CORPORATE IMPACT	2. COMPLEX CUSTOMER ENGAGEMENT AND ATTRACTION	3. LACK OF TALENTS AND SKILLS
RELEVANT TOPICS	<ul style="list-style-type: none"> Sustainability is usually perceived as a pure cost due to its pressure on margins and low profitability New dedicated processes and highly intensive activity to track sustainable processes and supply chain due to its complexity Public regulations and the raising consumers' awareness, specifically of younger generations, are highly impacting the fashion and luxury industries 	<ul style="list-style-type: none"> Customer attraction and engagement is becoming more complex due to high demanding consumers Younger generation, that will represent the future customer base, have precise values to be respected and require organizational transparency Customer retention and loyalty are difficult to be established due to shifts in customers' preferences 	<ul style="list-style-type: none"> Traditional training programs can not keep up with fast-paced trends and changes of the market Difficulties to attract and retain talents



Who should apply to the IB Call?

WHO CAN APPLY?

Innovation Teams with their innovation idea.

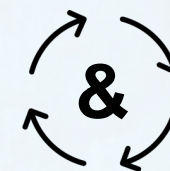
The Innovation Team should consist of at least one research partner and one implementation partner.

The Idea should address Fashion & Lifestyle challenges identified in the Industry Workshop.



RESEARCH PARTNER

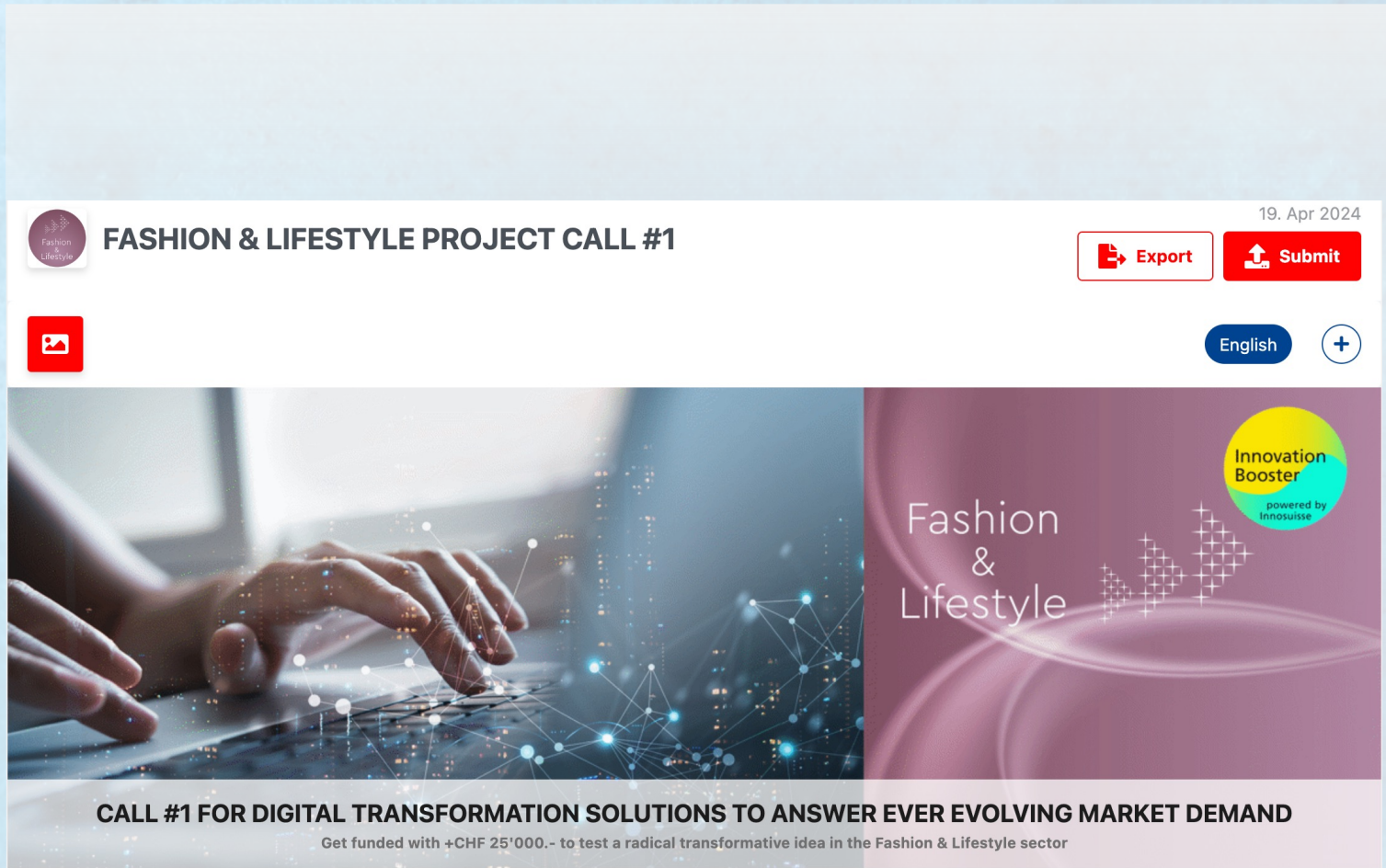
- Applied sciences Universities
- Swiss Federal Institute of Tech
- Non-commercial research centers outside the university sector
- Departmental research institutions and federal research institutes



IMPLEMENTATION PARTNER

- NGOs
- Associations
- Public / private organizations
- SMEs
- Larger companies
- Startups

How to apply to the Innovation Booster Call?



SUBMIT YOUR APPLICATION ON OUR DEDICATED CO-CREATION PLATFORM

Innovation Teams can apply online at the **Innovation Booster Fashion & Lifestyle Co-creation Platform.**

Fill out the Call application form, follow the steps and **submit your innovative idea!**



To learn more please visit: <https://ibfashionandlifestyle.ch>

What are the benefits for awarded Ideas?

1

Up to **CHF 25k / idea** financial support for up to 10 winning ideas

2

Possibility to **test the idea**, demonstrate its potential and practical **applications** in a **feasibility study** and/or **pilot**

3

Support & next steps assessment offered by industry experts

4

Methodological support (e.g. Open Innovation) offered by innovation experts from the Alliance Partner