



Tuesday
10 April 2018



5.45
pm



Via Del Lauro 7
Milan



RSVP
event@pavia-ansaldo.it

SAVE THE DATE

I, FASHION: TECHNOLOGICAL INNOVATIONS AND THE LUXURY & FASHION INDUSTRY

A symposium organized by Pavia e Ansaldo and Franklin University Switzerland

The evolution of technology in recent years in the luxury and fashion industry has led to innovation breakthroughs in the production process, materials, (e) commerce, marketing and communication. This symposium explores opportunities and challenges that the industry faces in the current and near future technological scenarios affecting the sale of products, their brands, image building and communication.

Welcome remarks

- **Mario Di Giulio** Partner, Pavia e Ansaldo

Speakers

- **Maria Luisa Trussardi** President, Trussardi S.p.A.
Birth and growth of a brand now facing and crossing the digital revolution and retail communication with postmodern marketing
- **Peter Gladel** CEO, Beauty and Luxury
The digital revolution in the cosmetics industry
- **Lorenzo Maria Di Vecchio** WW Compliance Officer & Senior Legal Manager, Fendi
How technology may affect the fashion industry from a compliance perspective. Case stories
- **Massimiliano Patrini** Counsel, Pavia e Ansaldo
Where is the fake? – Protection and enforcement in fashion 4.0

Commentators/Moderators

- **Mario Abate** Of Counsel, Pavia e Ansaldo
- **Nello Barile** Associate Professor, IULM University
- **Satomi Sugiyama** Associate Professor, Franklin University Switzerland

Cocktail