Dig.IT4Fashion
NOV.23.2017 - Florence

ATTENDEES BY INDUSTRY

- Other 5%
- Researchers 5%
- Fashion Companies 35%
- Retail 15%
- Vendors 40%

ATTENDEES BY DEPARTMENT

- Business Developement 9%
- Data Analysis 6%
- Researchers 18%
- ICT 25%
- Sales 19%
- Marketing 10%
- Production 6%
- Operations 7%

2015 SPEAKERS:

Monica Gagliardi (**Oviesse**),
Davide Basile (**Original Marines**),
Luca Solca (**BNP Paribas**),
Sedge Beswick (**Asos**),
Federico Rossi (**Zalando**),
Matteo Sarzana (**Deliveroo**),
Matteo Montecchi (**MBA Luxury Brand Management Glasgow Caledonian University**),
Sara Baroni (**plan.net Italia**).

2016 SPEAKERS

Angelo Liverani (**Google Italy**),
Lorenzo Pretti (**Zalando**),
Mauro Zanon (**Engineering**),
Filippo Vizzotto (**Shazam Entertainment**),
Felice Limosani (**Fondazione Matera),**
Andrea Gobbi (**Alessandro Gherardi**),
Joeri Groenewoud (**eShopWorld**),
Giuseppe Airoldi (**Sistemi Assyst Srl**),
Marc Sondermann (**Fashion Magazine).**
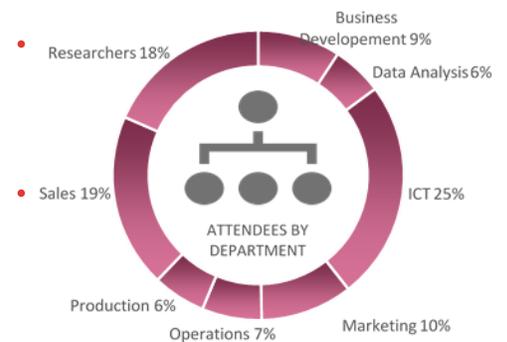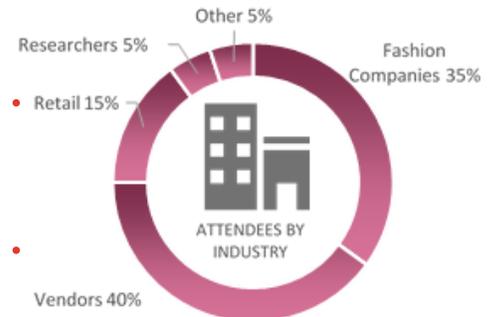
IT4Fashion conference has been organized for the first time in 2011 with the aim of creating a series of events focusing on how new technologies could support fashion and luxury companies, in which a community of academic researchers and managers working in the fashion industry can meet and discuss.

The initiative has developed over the years by defining a format structured through the presentation of case studies by major companies in the sector joined by keynote presented by relevant international experts.

All it enriched by an EXHIBITION CONTEXT of software and hardware solutions to support the entire life cycle of the product. The events currently organized annually are IT4Fashion, now in its seventh year, is focused on the use of new technologies in support of the luxury industry and DIG.IT4Fashion, in its first edition in 2015, focused use of technology ICT to support the strategies of digital marketing and customer engagement.
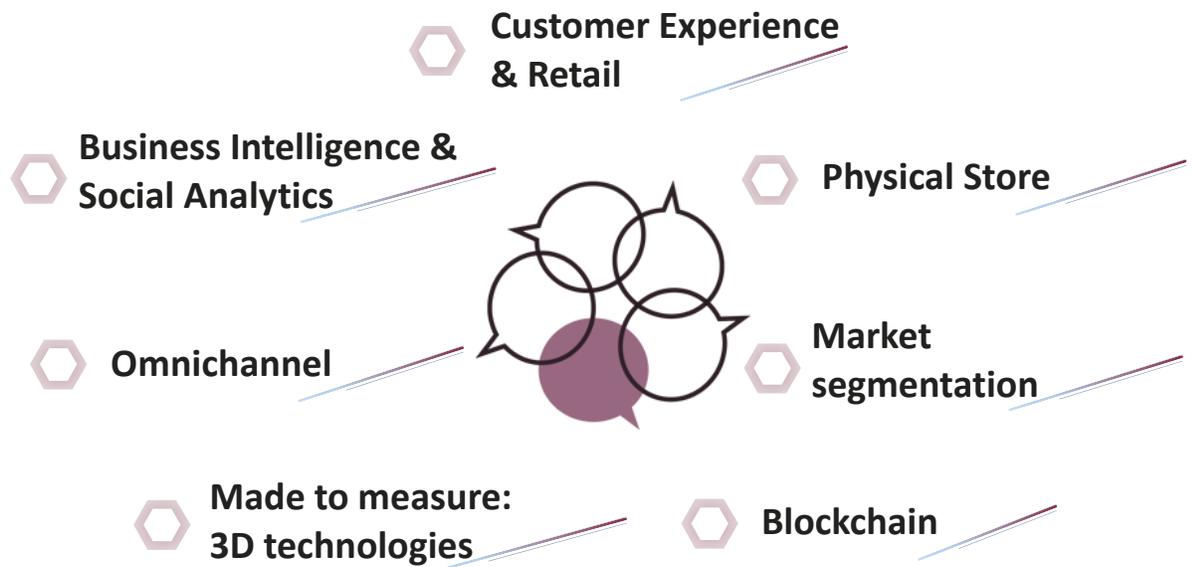
LogisLab   Firenze it4 fashion

Digitization is changing the economy, politics, society, and culture.

It is changing how we live and how we do business.

Below are highlighted some points of Dig.IT4Fashion interests:

- Keynote lectures, discussion panels and presentations provide an overview of the state of the art of the area of interest and of all major research questions in the field;

- Speakers inspire each other with new technologies, approaches and results;

- Attendees benefit from several networking opportunities, meet colleagues from all over the world, gain insight into ongoing and future projects and have direct access to world-class keynote speakers.

HOT TOPICS:

- **Customer Experience & Retail**
- **Business Intelligence & Social Analytics**
- **Physical Store**
- **Omnichannel**
- **Market segmentation**
- **Made to measure: 3D technologies**
- **Blockchain**

FORMAT EVENT

In addition to the full conference agenda, this event offers you the chance to meet face-to-face with leading fashion industry companies and senior-level industry peers through a series of formal and informal networking opportunities.

A selection of our key speakers will be hosting focused discussion groups to drill down into their areas of expertise. Lasting for 30 minutes, each session will start with a brief presentation from the host speaker followed by a panel-led debate.

dig.it4fashion

WHAT KEEPS ATTENDEES COMING BACK?

- Keynotes featuring industry experts sharing real-world use cases, success stories and best practices;
- A packed Community Showcase filled with sponsors who are ready willing and able to solve your big data challenges and help you on your digital transformation journey;
- Ample opportunity to network, connect and do business;
- Social Networking.

The DIG.IT4Fashion workshop has been organized for the first time in 2015 at the "Salone Brunelleschi" within the "Istituto degli Innocenti" in Florence. In its first edition, more than 240 people attended the conference, where case histories and speeches has been alternated.

Dig.IT4Fashion is a workshop entirely dedicated to the integration between the physical and digital retail channels, to the omnichannels strategies, e-commerce, social media, customer engagement and in the analysis of the customer behavior.

REQUIRE FURTHER INFORMATION?

We currently have a variety of packages available to suit your desired level of exposure.

If you have any questions or require any further information, please contact:

IT4Fashion
Sponsorship Manager
E: info@it4fashion.org
W: www.it4fashion.org

The workshop takes place annually through with the canonical format of the IT4Fashion conference, with relevant industrial case studies and international keynotes.

The workshop, at its third edition, is a meeting point between Industry experts, solution providers and IT Managers, Marketing Manager, Retail Manager, Store Manager and Chief Digital Officer.

Topics of the workshop are the integration between phisical and digital channels, e-commerce, the use of social media, customer engagement, customer behavior analysis, etc.

The event will be held in Florence, Le Pagliere, Scuderie Reali Garden

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