Managing fashion products is challenging, not only for creative and stylists, but also for supply chain managers. Customers are more and more demanding high product variety and innovative products, and competition in the fashion industry is more and more centred on the ability to timely react to changes in customers’ desires. At the same time, social media and digital channels encourage customers to be involved also in the New Product Development (NPD) phase.

Below are highlighted some points of IT4Fashion interests:

- 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.

IT4Fashion is an industrial conference that took place for the first time in 2011, planned annually and focused on the use of new technologies to support the supply chain management in Fashion Goods Industries.

The event is structured through case studies presentations, panel debates illustrated by the major companies operating in the fashion industry, and an exhibition area dedicated to breakthrough and innovative products - both software than hardware - able to support to the entire product lifecycle. The topics of the case studies may range from the product development phase (New Product Development or NPD) to the area of Customer Relationship Management (CRM), from ERPs to SCM software, from business intelligence tools to software measuring customer experience, from Virtual Design to 3D & 2D platforms coming together.

In line with the title of the conference, the first two days (18th and 19th) will be organized as a talk track that maps a tomorrow’s world digital supply chain journey.

Plenary sessions with gold sponsors, key note speeches and parallel sessions, reserved to fashion brands C-level speeches, will focus on six different suggestions, Data Intelligence, Digital Creative Platforms (3D & 2D) coming together, 3D Virtual Design, PLM Platforms, Downstream (1) & Upstream (1) digitally connected supply chain. The last day, 20th, will be organized with the classic schema of the scientific conference, with plenary presentations together with parallel sessions. A new addition this year will be the recruiting day in order to put companies in touch with young talents and a startup day.
Following the success and feedback received for the panel discussions of dig.it4fashion 2017 edition we decided to introduce 6 panel discussions for this conference (3 each day).

We make each of them a special focused event that supports IT4Fashion 2018 event title and messaging: “Tomorrow’s Supply Chain Today!”

**DATA INTELLIGENCE**

The amount of customer data currently available is huge. Browsing history, purchase data, social mentions, and spending trends are all sitting in data lakes and warehouses at your company waiting to be unlocked. When used correctly, this data can show what customers are buying, when they’re buying it, and what they’re likely to buy next. In this way big data has the power to revolutionize how the apparel industry interacts with its customers—by creating forward thinking styles, offers, and recommendations at the individual customer level. Listening to the noise coming from the consumer based upon VOC (voice of the consumer), real-time analytics and Artificial Intelligence gleaned from website scrappers/crawlers and analysis.

**PLM PLATFORMS**

This panel discuss the PLM platform that will utilise all the data so far on the journey from both previous panel discussions and will now organise the detailed Technical Specifications that will help to collaborate with the extended supply-chain partners, featuring all the best complimentary modules of the latest PLM offering to drive product development.

**3D VIRTUAL DESIGN**

Continuing the digital design approach of the future we move to 3D virtual sampling opening the opportunity to discuss virtual products, including Made-to-Measure, Made-To Order and personalization. Speakers will discuss how taking a 3D product design details (creative styling, prints and colours etc.) it is possible to develop 2D patterns, moving into digital printing of raw materials (just-in-time fast fashion) and hard printed products including trims and components even full real sized samples of footwear etc.
IT4Fashion 2018
What’s New?

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UPSTREAM DIGITALLY CONNECTED SUPPLY CHAIN
This panel will focus on what we need to find a good real-life use-case of digital transparency and tracking using RFID/QR codes/NFC/Bluetooth to see production transparency flowing, and if possible, in real-time based upon track and trace, and dashboards that will enable retailers and brands in the future to connect with their supply-chain partners to help drive production based upon demand curves, just like the automotive industry.

DOWNSTREAM DIGITALLY CONNECTED SUPPLY CHAIN
Can downstream supply chains be revitalized to create resilience and sustained competitiveness? Across industries the logistics domain is being reimagined and digitally transformed. Here speakers will talk about an IoT use-case based on a retailer that are using IoT to improve their visibility and transparency of the organisation.

DIGITAL CREATIVE PLATFORMS (3D & 2D) COMING TOGETHER
Speakers of this will discuss and demonstrate how they will use the data (dynamic trend insights) to commence the design process. In other words, manufacturing, will be demand driven based upon likes and clicks. The first element of creation should come from 2D CAD using creative design to develop materials 2D virtual design going directly to digital printing based upon online demand, making the point that samples have been eradicated.
2017 SPEAKERS

Francesco Tombolini (Yoox Net-A-Porter Group),
Giovanni Bisotti (Max Mara Group), Mark Harrop (WhichPLM), Roberto Barbarossa (Carpisa), Matteo Montecchi (London College of Fashion), Julien Christin (Saint Laurent), Davide Garelli (Miroglio Fashion), Alessio Gori (Miniconf), Miguel Molina (Grupo Susy), Gian Paolo Piscopo (Herno), Antonio Buonocore (Antony Morato), Cristiano Simonetto (Tecnica Group), Mauro Prestopino (Amedeo Testoni), Stefania Maglia (Bikkembergs) and many others.

Companies Who Have Attended Past Dig.IT4Fashion & IT4Fashion editions

Aeffe S.p.A.
Anthony Morato
Armani
Artsana
Automobili Lamborghini
BAG S.p.A.
Baldinini S.r.l.
Bally Schuhfabriken AG
Bally Studio Sri
BasicNet
BBB S.p.A.
BENETTON GROUP SRL
BENIND S.p.A.
Betty Blue S.p.A.
Blufin S.p.A.
Borbonese S.p.A.
Bottega Veneta S.r.l.
Bottega Veneta SA
Braccialini S.p.A.
Brunello Cucinelli S.p.A.
Bulgari Accessori S.r.l.
Bulgari S.p.A.
Calzaturificio S.C.A.R.P.A. SpA
Calzedonia S.p.A.
CANALI S.p.A. Unipersonale
Carpisa
Celine
Celine Production S.r.l.
Champion Europe
CHANEL S.r.l.
Ciro Paone S.p.A.
Coccinelle S.p.A.
Corneliani S.p.A.
Cris Conf S.p.A.
Dama S.p.A.
De Rigo S.p.A.
Dernamaria S.r.l.
Diesel
Dolce & Gabbana S.r.l.
Dsquared
Emilio Pucci Srl
ERMENEGILDO ZEGNA
HOLDITALIA SPA
ERREA'
Etro S.p.A.
Fabiana Filippi S.p.A.
Fendi S.r.l.
Ferrino
FLOS S.p.A.
Frette
Furla S.p.A.
GA Operations S.p.A.
Geox S.p.A.
2016 SPEAKERS

Jami Dunbar (Under Armour), Alberto Lovisetto (Dainese SpA), Antonio Benato (Safilo), Renzo Cosentino (Trussardi S.p.A.), Antonello Orunesu Preiata (OLG Onward Luxury Group), Andrea Ferrero (Miroglio Textile), Matteo Daniele Bon (Moncler), Giovanni Colzani (Canali SpA), Luca Realini (Ermenegildo Zegna Group), Ennio Piccirillo (Bulgari), Fabio Cattani (Bottega Veneta), Giacomo Gozzi (Roberto Cavalli), Andrea Montaguti (Stone Island), Raffaele Nardo (Elisabetta Franchi), Michele Fioravanti (Pomellato Spa), Roberto Ragni (Kering Group) and many others.

Giorgio Armani S.p.A.
GOLDEN LADY COMPANY S.p.A
GRUPPO COIN SPA
Gruppo La Perla S.p.A.
Gucci Gucci Spa
Guess Europe Sagl
Il Bisonte
Il Gufo S.p.A.
Imap Export S.p.A.
Imax
INDUSTRIES S.p.A.
Inticom S.p.A.
Isaia
Jimmy Choo
Kering Italia S.p.A.
Kiko S.p.A.
Kuvera S.r.l.
La Martina
La Perla
Lanificio F.lli Cerruti
LIU JO
Loro Piana S.p.A.
Luisa Spagnoli S.p.A.
Luxottica Group S.p.A.
LVMH Italia S.p.A.
MACRON S.p.A.
MANIFATTURA LANE GAETANO
MARZOTTO & FIGLI S.p.A.
Manifattura Mario Colombo & C.SpA.
Marni Group S.r.l.
Max Mara Fashion Group Srl
Michael Kors Italy Srl
Miroglio S.p.A.

Missoni S.p.A.
Moncler
Morellato Spa
Nomination s.r.l.
OBERALP SPA
Original Marines
OTB Spa
Oviesse
Pal Zileri
Patrizia Pepe
Peuterey Group S.p.A.
Pianoforte Holding Spa
Piquadro S.p.A.
Pomellato S.p.A.
Prada S.p.A.
Proenza Shouler Italia Srl
Ralph Lauren Sourcing Italy Srl
Roberto Cavalli S.p.A.
Safilo S.p.A.
Salvatore Ferragamo S.p.A.
Sinv S.p.A.
Staff International
Stefanel S.p.A.
Stefano Ricci S.p.A.
Tessilform S.p.A.
Tessitura Monti
Tod’s S.p.A.
Trussardi S.p.A.
Twin Set - Simona Barbieri S.p.A.
Valentino S.p.A.
Valextra S.p.A.
Versace Spa
Vivienne Westwood Srl
Yoox Net-A-Porter Group

REQUIRE FURTHER INFORMATION?
If you have any questions or require any further information, please contact:

IT4Fashion
Exhibition Manager
E: info@it4fashion.org
W: www.it4fashion.org
IN THE HEART OF FLORENCE

THE CITY

The birthplace of the Renaissance, Florence (Firenze) is possibly the most beautifully preserved and artistically rich city in the world. Here, artistic treasures and architectural masterpieces of the past blend with ancient streets lined with elegant boutiques, peaceful parks, streetside cafes. Set in a valley on the banks of the Arno, surrounded by olive groves and vineyards, Florence is one of the best-known and best-loved cities of the world. Striking buildings, treasure-filled galleries and ancient churches attest to the nature of the Florentines to proudly display their riches for all to enjoy. With the historical UNESCO heritage part of the city largely contained in a small area, many of the places to visit can be reached easily on foot where pedestrians often mingle between the popular mopeds dashing through the city streets.

FASHION TRADITION

Florence has a long tradition as far as fashion is concerned and it can be considered as one of the most active cities in Italy and worldwide. The haute couture industry is very important here: we can safely say that Italian high fashion was born in Florence, at a parade organised on February 12, 1951, by the pioneer of Italian fashion Giovanni Battista Giorgini at Villa Torrigiani. On that occasion many international buyers were present and they discovered the elegance of Made in Italy, with much more competitive prices than Paris fashion. The city boasts designers such as Gucci, Enrico Coveri, Roberto Cavalli, Salvatore Ferragamo, Patrizia Pepe, Emilio Pucci and many others. Their Florence-based fashion houses develop products that are famous all over the world.

LOCATION

The Scuderia Reali garden

The complex of the Fabbric of the Royal Stables (Scuderia Reali) was built when Florence was a capital city, between 1866 and 1869, because of the Court’s need for larger stables, which could host horses and the quarters of the staff. It includes the wide green area surrounded by the Boboli Garden, della Pace and del Mascherino streets, Machiavelli avenue and Porta Romana, where the Scuderia buildings, at the moment site of the Art Institute, and the Pagliere, used as Museum of the Figurative Arts of the 20th century, are located.

The Pagliere

The Pagliere building is a complex of great architectural importance, of a unique type in the Florence building landscape. It is constituted by a long central body organized on two levels, with two lateral wings, which qualify as foreparts, articulated on three levels. The prospect is characterized by an arcade on Machiavelli avenue and another one on the Porta Romana garden, with wide windows with baked clay grids. The ground floor, now divided by partitions, was originally one large hall which hosted horses, marked by pillars and covered by cross vaults. The upper floor, introduced by the loggia, was used as a warehouse for hay.

The floor shows the original function, being the path where the cattle trucks would drive in stone rather than in baked clay. The two lateral bodies hosted the staff and are still partially inhabited by the personnel of the Soprintendenza who take care of the building. The building of the Pagliere was left unused for a long time, until the beginning of the 30s when it became the location of the scenography workshops of the City Theatre. The new destination was chosen because of the spaciousness of the room, where the scenography sets were created, and due to the strict link between the Theatre and the scenography workshop of the School.
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;
- Prepare for fast-moving trends;
- Expand the impact of your MDM program and ensure continued success.

LAST EDITIONS

The last editions signed an exponential growth in the number of participation requests and participants. In 2014 the conference, due to the increasing number of participants, moved toward a bigger location: the “Teatro Obihall”. The participation to the 2014 edition has been requested by more than 1.000 people and 650 of them attended the conference.

In 2015 the conference has been organized at the “Complesso Monumentale Le Scuderie e Pagliere”. The requests of participation have been more than 1.200 and the people attending the conference have been more than 950.

In 2016 the conference moves again toward a new location, Manifattura Tabacchi, due to maintenance requirements of previous location. More than 1000 people attended the conference upon a request of 1300 people. For the first time the duration of the event was extended for another day.

After maintenance works, last year the conference came back to Le Pagliere & Scuderie Reali, where more than 1000 people attended the conference during three days (attendees by industry and department are shown on 1st page). 18 companies participated to 1st edition of Career Day.

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

CASE STUDIES

During the past editions more than 50 case studies have been presented by the following companies:

SPONSORING & EXHIBITION OPPORTUNITIES

Sponsorship opportunities represent a unique means to enhance your visibility to decision-making attendees and industry professionals at the upcoming IT4Fashion 2018.

Some of the principal reasons why clients sponsor our conferences are:

- to enhance corporate image in a specific market
- to set up contacts from major targeted organisations
- to announce major launches
- to accelerate market penetration
SPONSORING & EXHIBITION OPPORTUNITIES

They offer an exceptional value for money by driving increased traffic into your corporate website as well as your exhibitor stand. Sponsorship opportunities signify increased brand awareness and provide invaluable face-to-face interaction with industry peers where delegates can network and exchange ideas, and forge new contacts from across the globe. Depending on your specific business objectives, we propose several sponsorship opportunities.
### SPONSORSHIP OPPORTUNITIES

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<th>GOLD</th>
<th>SILVER</th>
<th>TOTEM</th>
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<td>INVESTMENT</td>
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<td>€ 10000 + VAT</td>
<td>€ 3000 + VAT</td>
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<td>Cm 100x100</td>
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**GOLD**
- Full visibility of the sponsor name and logo on the event website and in all the other official communications and on our social media platforms.
- Mailing list of the participants, observing the legislation in force on privacy.
- Possibility to attend the gala dinner.
- Possibility of submitting a proposal of a case study for the conference, to be presented in a parallel session.
- Round Table Participation

**SILVER**

**TOTEM**

**IMPORTANT:** Dimensions, Slot Time, Furnitures, Accessories shapes, Marketing informations are indicative; all the details will be provided and define next weeks.