**TORINO FASHION TALKS   
*Live Streaming Event***

**THE PROGRAMME**

**Thursday, 08th October 2020**

**SPEECH N. 6**

**h. 1:45 pm – 4:50 pm  
Digital & Fashion Technology**

h. 1:45 – 1:55 **Welcome to the event!**

* [**Unioncamere Piemonte**](http://www.pie.camcom.it/), [**Enterprise Europe Network**](https://een.ec.europa.eu/) support office, in charge of the B2B Torino FashionMatch 2020

h. 1:55 – 2:20 **Digital and virtual clothing. A new hybrid model for fashion**

* *Ms. Giusy Cannone*CEO [**Fashion Technology Accelerator**](https://www.ftaccelerator.it/)

h. 2:20 – 2:35 **Supporting innovation in the UK fashion and textiles industry**

* Dr. Dawn Ellams, Research Fellow [**Future Fashion Factory**](https://futurefashionfactory.org/), at Royal College of Art, UK

h. 2:35 – 3:05 **The State of the Art Of Fashion Technology**

* *Ms. Ingrid Willems (CEO & co-founder) and Ms. Veerle Balcaen,* [*DataScouts*](https://datascouts.eu/) *(AI platform)*

h. 3:05 – 3:25 **EPSON and digital textile printing**

* *Heather Kendle……*

h. 3:25 – 3:35 **Fashion tech Alliance:** **Weaving Universities and Companies to Co-create Fashion-Tech Future Talents**

* *Dr Dimitri Masson - Estia* [**Chaire Bali**](https://www.chaire-bali.fr/) (Biarritz Active Lifestyle Industry\_Disruptive Materials and Processes)

h. 3:35 – 3:55 “**When Fashion meets Technology - Wearable & Fashiontech**"**: case study of a fashion tech startup**

* *Mr.Massimiliano Santoni,*CTO **Epochè srl**  (Luxury Smartwatch brand, IT)

h. 3:55 – 4:10 **Is going viral enough?  Redefine brand success from likes & follows to resells & retention by focusing on fit**

* *Beena Miriam Scheer,* Systems Specialist at[**Tukatech**](http://www.tukatech.com)

h.4:10 – 4:30 [**Rinascente**](https://www.rinascente.it/en?dclid=&gclid=EAIaIQobChMIyqGjv5SR7AIVleF3Ch0LvAbXEAAYASAAEgIE8PD_BwE) **presents the new Omnichannel**

* *Frederik Brakel, Chief Digital Officer,*[**Rinascente**](https://www.rinascente.it/en), The Italian Department Store with the Best in Fashion, Beauty, Design,Gourmet Foods

***h. 4:30 – 4:50 Questions***

**Join the Virtual session:** [**https://meet.google.com/bnt-yspb-bhn**](https://meet.google.com/bnt-yspb-bhn)

**1. The Session will be in English  
2. CET Time zone  
3. Please mute your microphone**