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

**THE PROGRAMME**

**Monday, 05th October 2020**

**SPEECH SESSION N. 1**

**h. 1:50 pm – 3:40 pm  
Omnichannel, Digital Marketing: Future and Innovative Perceptions**

h. 1.50 – 2:00 **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. 2:00 – 2:20 **Rinascente: The Italian Department Store with the Best in Fashion, Beauty, Design,Gourmet Foods**

* *Ms Federica Montelli, Head of Fashion* [**La Rinascente**](https://www.rinascente.it/en) **tbc**

h. 2:20 – 2:40 **Omnichannel e Digital Marketing: the meaning of being a fashion buyer today**

* *Mr. Giacomo Santucci, President*, [**Camera Buyer Italia**](https://www.camerabuyer.it/it/) (CBI) The Best Shop

h. 2:40 – 3:10  **E-commerce: the Digital Toolbox for the Fashion SMEs**

* *Mr. Giulio Finzi, Senior Partner at*[**NET COMM**](https://www.consorzionetcomm.it/)**, the Italian E-commerce Association**

h. 3.10- 3.30 **Fashion Law in the post Covid-Era: Identity, e-commerce and international Legal protection**

* *Francesco Maria Bartimmo, Attorney at To.Ro. Legal Law Firm*

**h. 3:30 – 3:40 Questions**

**Notes:**

**Join the Virtual session:** [**https://meet.google.com/uft-nsjn-wqh**](https://meet.google.com/uft-nsjn-wqh)

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