FashTech

Agenda: London Summit
April 13th-15th 2016
Studio Spaces, E1

Day 1
Wednesday 13th April 2016

08:30	**Registration and coffee**
09:30	**Welcome from Alex Semenzato, Founder, FashTech**
09.35	**Opening comments from the Chairperson**
09.40	**Industry Overview: What are the key trends for 2016 fashion technology?** • Front and back end technology highlights • Which technologies will soon become obsolete? • What have retailers learned so far from tech? • Defining "fashion technology" **Dean Johnson, Head of Innovation, Brandwidth**
10.10	**Panel Discussion: Retailers won't be the only ones retailing** • Fashion as an experience – not just as good • Memorable shopping: Living and sensing as the keys to engagement • Redefining retailing through experience technology **Ross Bailey, Founder, Appear Here** **Kelly Kowal, Global Growth Director, Farfetch** **Nick Lisher, VP Growth & Marketing, DEPOP** *Discussing technology as a tool for emerging retailing trends and habits.*
10.40	**Panel discussion: More Luxury in the Digital Space – NOW!** • Turning luxury into mainstream; why are luxury retailers uncomfortable with e-commerce? • Lux Vs Lux: how can a new luxury retailer compete with currently established brands? **Lauretta Roberts, MD and Editor-In-Chief, The Industry** *This session will focus on think forward strategy and risks, discussing the future of luxury retailing in the digital era. What are the lessons to be learned? It will also focus on recent examples from the industry to discuss success stories and risks taken.*
11.10	**Morning Break**

11.40	## Case Study: GQ.co.uk relaunch • Discussing the relaunch of the GQ.co.uk website • What were the factors and challenges in each phase of this change? • How did Conde Nast responded to industry and social requirements? • Discussing how content is constantly changing including sharing and distribution- from Print to iPad, TV to Mobile and now Mobile to VR **Will Harris, Head of Digital, Condé Nast**
12.10	## Panel Discussion: Fashion + Technology + Sustainability = Future Reality? • What innovative textiles hold promise? • How can advances in industrial enzymes reduce chemical, water and energy consumption of textile industry? • What is the potential of smartphone apps aimed at consumers, for example apps for tracing supply chains or swapping clothes? **Debera Johnson, Executive Director, Brooklyn Fashion & Design Accelerator** **Matthew Drinkwater, Head of Innovation, Fashion Innovation Agency**
12.40	## Presentation: Silence the Noise Through Simple Design • Fashion and Graphic Design • Discussing attraction in fashion design • How can brands stand out? **Jason Briscoe, Founder, The Workshop** *In the chaos of numbers, ratings, data and technology, marketers are often to forget that consumers are only human. We like things simple, yet we are bombarded by complicated, dizzying overstimulation on a daily basis. Less is more has never been more appropriate.*
13.10	**Lunch Break**

14.10	**Panel Discussion: Coolest tech on the block! Reviewing the most intriguing advances in:**
	• Wearables • 3D Printing • Virtual Reality • Fit technologies **Oli Franklin, Associate Editor, WIRED** **Jonathon Chippendale, CEO, Holition** **Robert Johnston, Fashion Director, GQ** *This fast paced panel will reveal future technologies and will give honest feedback on current ones. Which new technologies are likely to have an impact in 2016 onwards? What are the breakthroughs?*
14.40	**Panel Discussion: Time to discuss payments – the phone as a point of sale device and buyer identity**
	• What are the most ground breaking technologies in payments? • Introducing the phone payments in fashion- what can be implemented now? • What does future hold for online payments and what are the barriers and challenges retailers are facing at the moment? • Discussing consumer expectations- security, speed and one-click-button magic **James Allgrove, Head of Growth, Stripe** *Why is this hugely top of mind for retail at the moment? Discussing successful implementation about issues, barriers, challenges for retail, and also consumer expectations too*
15.10	**Afternoon Break**
15.40	**Panel Discussion: Clicking the 'Buy' button**
	• Discussing shoppers' behaviour and desire • What makes a shopper's mind click? Inside a consumer's mind from engagement to purchasing • Fashionistas vs Mortals: which group of shoppers actually generates revenue? • How to tackle cart abandonment **Bridey-Rae Lipscombe, Co-Founder, CULT LDN** **Jose De Cabo, Co-Founder, Olapic** *A practical view on how customers shop- what are the psychological and visual catalysts for them to click the Buy button and make a purchase? Are Twitter, Instagram, Pinterest, bloggers and other social platforms the next retailer and what is their impact in the industry?*

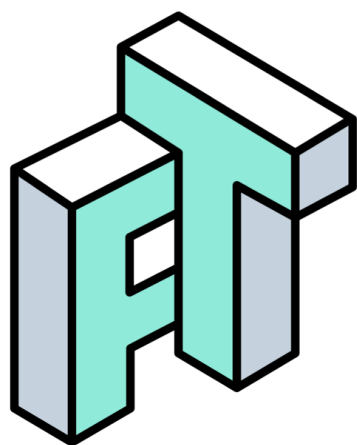|	
16.10	**Presentation: Engineering an Image to Create Cultural Chaos** - Influencers and storytelling **-** Gaining digital presence in a saturated market - Strategy behind #BreakingTheInternet with Kim Kardashian - What brands really need to be doing in social conversation **Drew Elliot, Chief Creative Officer – PAPER Communications** *Do you remember when Kim Kardashian broke the internet? This is your chance to hear from the man who masterminded the whole thing and turned a 30-year-old indie magazine into a digital sensation and globally recognized name. How do you use an image to start a digital domino effect? Put the audience first and let them be your megaphone.*
16.40	**End of Day 1**
16.45	**Closing comments from the Chairperson**
16.50	**Drinks Reception**

Day 2
Thursday 14th April 2016

09.00	**Registration and coffee**
10.10	**Opening comments from the Chairperson**
10.15	**Panel Discussion: Investments and Funding** • What investors are looking for and where they see the industry moving • Equity crowdfunding • Digital experimentation and fast failings **Daniel Bobroff, Founder, FashionTech Ventures** **Kartik Ram, Founder, FashionFund**
10.40	**Panel Discussion: Delivery - Pain No More** • Using fast and intelligent delivery systems in retail • How to effectively use smart delivery tech to maximize customer satisfaction • Competing with delivery as your ally **Luke Davids, CEO, Parcel for Me** *Why is delivery tech very important? How can it be improved for brands and retailers? Discussing exciting new tech and its future? How many of these options and ideas can actually alleviate retailers' challenges?*
11.10	**Morning Break**
11.40	**Presentation: Leading in-store experience** • How to effectively transform your flagship stores into a mind-blowing experience • What are the most captivating techniques and applications to enhance your in-store branding? • Applying disruptive technologies to maximise customer engagement, loyalty and ROI **Philip Handford, Founder, CAMPAIGN Designs** *This session will focus on pros in experiential space, good understanding of consumer behaviour and how to brands can play a major role in innovating consumer experiences.*

12.10	**Presentation: Start Up Spotlight** *Meg and Nina realised back in 2014 that their clothing couldn't keep up with their lives, so they created **ADAY**, their own brand of women's activewear that can go from work to workout. Using the most technologically advanced fabrics, manufactured in the most innovative factories in the US, UK and Portugal.* **Meg He and Nina Faulhaber, Founders, ADAY**
12:20	**Interactive Presentation: What the Data ??** • How it is possible to capture live human data on a massive scale? • How can we use the power of cloud computation to visualise data? • Gaining insight and making data useful • Using data to make predictions or inferences on future events **Amy Nicholson, Technical Evangelist, Microsoft** *With the introduction of sensors into many aspects of our lives, the power of cloud computing resources and availability of complex machine learning algorithms, producing intelligent systems from the knowledge of our environment is more realistic than ever before.*
12:50	**Lunch Break**
14.20	**Panel Discussion: Travel and E-commerce: what can retailers learn from the tourism industry?** • How did travel convince users to convert to online then mobile ticket and accommodation shopping? • Successful examples from the travel e-commerce leaders • Can fashion imitate the travelling industry and if yes, how? **Hazel Lubbock, Deputy Editor, CNTraveller.com**
14.40	**Advertising New Age: How publishers and brands are reaching a digital audience** • Is Luxury adapting a digital voice? • How does editorial adapt and position? • How different and unique should your marketing strategy be to get super successful and engraved in buyers' minds? **Malcolm Atwell, Commercial Director, Condé Nast Digital** **Nicholas Oliver, CEO, People.io** *Branding and Ad leaders will discuss how advertisement and promotion as well as correct branding can become your competitive advantage.*

15.00	**Presentation: Optimus Prime; Leader as a Transformer**
	• Juggle-leading fashion brands with superhuman will, strength and creativity • Jack of all traits: why the future Leader needs to be of top EQ and IQ standards • Leading by example: how to inspire and motivate by fighting in the pit with the team
15.20	**Afternoon Break**
15.50	**Presentation: What entrepreneurs and architects can teach each other** • Why the modern entrepreneur is no longer a simple builder • Discussing how to maximise brand awareness and differentiate yourself by presenting the utopic and never-seen-before; the wow factor • Imagination and creation: why you need both to succeed while building your business
16.10	**In Conversation: Industry Legend & Digital Pioneer** • Discussing the fashion and technology landscape • Why now? Why change? • How are brands reaching and adopting to new technologies • Case examples *An exclusive discussion with an industry legend and digital pioneer.*
16.35	**Closing comments from the Chairperson**
16.40	**Closing comments from Alex Semenzato, Founder, FashTech**
16.45	**End of the Summit**

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www.fashtech.org

FashTech launched in 2014 as London's first global event series to connect the fashion and technology community, encouraging entrepreneurship and supporting innovation in fashion & retail.