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## FashionTech for Positive Change in Ticino

Brands and ICT firms dedicated to driving growth in the FashionTech Valley

- **A new face of fashion emerging in response to fiscal changes and the new business environment: with brands investing more in digital in Ticino**
- **Netcomm Suisse Association starts its second Fashion Innovation Week, bringing together the world's leading fashion brands with Ticino's best start-ups to seek new and exciting opportunities for the canton and beyond**

Lugano – 28<sup>th</sup> Jan 2019. Fashion has been a hot topic in Ticino over the past 12 months, though not always for the right reasons and this has led some to ask “what has fashion done for us?” The answer, given in robust and engaging form, comes today as brands gear up for the **Innovation Meets Fashion** event, organized by Netcomm Suisse in Ticino on April 1<sup>st</sup> 2019.

Digital grows faster than ever, with a growing number of Swiss users spending more time online and using more services. (<https://www.slideshare.net/DataReportal/digital-2019-switzerland-january-2019-v01>). Partly to serve this more digitized demographic and partly persuaded by new business models emerging from this data-laden market, brands are keen to invest in the area to “win the future”.

At the same time, the forthcoming vote on fiscal reform is expected by many to include a mechanism promising lower rates to those who invest locally in research and development: a promising development for Ticino's tech specialists and one of the reasons why the Netcomm Suisse event, dedicated to FashionTech makes sense now.

**As the likes of Gucci, Prada and Armani strive to get better, faster and more digitized**, it is making more sense for them to do it locally. Accenture Interactive know this already, taking up residence in the Dagonà Innovation Hub in Manno this year, leveraging the unique blend of Ticino digital culture and fashion ecosystem, and they will not be the last. Mr. Jacob Hoekstra, from BFK Digital, commented,

HYPOTHESIS OF QUOTE FROM JACOB @BFK

“Looking at the development of the market, what brands are trying to develop now, such as AI (artificial intelligence), 3D-printing, augmented reality – as well as the changes to the taxation structure – I'm confident that within 5 years, there will be around 1500 extra jobs created in Ticino thanks to digital.”

The **2019 edition of the Innovation Meets Fashion event** promises a program full of events, seminars, networking and a holistic approach to innovation in the field of fashion. Building on the success of the first ever event of its kind last year, which brought together 1000 visitors, over 100 C-Level business leaders and over 120 start-up firms, the 2019 edition aims to do even better.

Brands with confirmed speakers at the event include: **Bally, VF, PVH, Giglio Group, Woolrich, Breitling, Zegna, Golden Goose, Sergio Rossi, Modiano, Etro, Barneys, La Martina, 7forAllMankind, Yandex, Triboo and Coltorti Boutique**. Sponsors instead feature some of the most prominent names on the planet, including **Google, Facebook, Swiss Post, Salesforce, Accenture, Crif and many more**.

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By supporting a virtuous circle of leading fashion brands from around the world, local digital suppliers and start-up companies, Innovation Meets Fashion aims to generate business growth, investments and jobs locally and, from a worldwide perspective, is where the shopping experiences of tomorrow are born.

Innovation Meets Fashion is an evolution of an event that has been running in Ticino for the past 6 years and itself falls into a week-long series of initiatives, all aimed at developing the synergies and opportunities between the fashion and digital sectors, growing digital business in Switzerland and beyond as well as making Ticino the place to be for the future of the FashionTech industry.

### THE 2019 FASHION INNOVATION WEEK PROGRAM IN FULL

Monday April 1<sup>st</sup>: the main event of the week, the **Fashion Meets Innovation** event is a fixture of the FashionTech calendar and regularly hosts over 1000 delegates, speakers and visitors.

Tuesday April 2<sup>nd</sup>: the **Fashion Innovation Award**, created by Loomish SA: a closed-door event where selected start-up and scale-up companies get to pitch to an international audience of brands and investors.

Wednesday April 3<sup>rd</sup>: an open-door event featuring political and business leaders, aimed at discussing the shape innovation should take in the coming years.

Thursday April 4<sup>th</sup> & 5<sup>th</sup>: the **Digital Creativity Challenge**, organized by brand La Martina: invites student groups from numerous leading universities, including USI, Supsi, Franklin University, SDA Bocconi, University of Lucerne and CREA, to conceptualize and present digital solutions for the La Martina brand.

To find out more about the full programme of events visit <http://fashioninnovationweek.com/>