



PITTI IMMAGINE



**e-P Summit 2022:  
*Shaping the Digital Future of Fashion.***

**4 and 5 May 2022  
at the Stazione Leopolda in Florence**

A new format, a new scientific director, and new venue and dates: **e-P Summit, on 4 and 5 May 2022 at the Stazione Leopolda in Florence**, is the Pitti Immagine event dedicated to the relationship between fashion and the digital world. After over a decade, including the forced suspension of the past two years, the Summit turns the page and sets out to be a leading European event within the debate over the supply and demand of innovations applied in the digital field: **Shaping the digital future of Fashion** is, in fact, its caption as well as its promise.

The new scientific director is **Rinaldo Rinaldi**, professor of the School of Engineering of the University of Florence, who has been working on the relationship between big luxury fashion brands ICT (Information and Communication Technologies) for the digital transition of the entire supply chain for many years.

The new **e-P Summit** combines, in an **unprecedented formula**, moments of in-depth analysis and connection: IT teams and employees and all those interested in digital tools applied to the world of fashion and luxury will be able to meet directly with suppliers of innovations to discover the best software and hardware solutions for their business and also take part in the debate on the future of the sector with a rich program of talks and speeches by renowned guests.

"The format of the new **e-P Summit - explains Rinaldi** - brings together conference elements with the trade fair organization. The fashion companies present their experiences before the suppliers of digital innovation solutions and tools, who then have the opportunity to introduce their services and products in the exhibition section and the networking phases. By way of analogy, I would speak of a discursive logic rather than a directly commercial one, even if it is precisely the in-depth analysis allowed and stimulated by the debate that lays the foundations and facilitates a subsequent, more centered and effective economic relationship. It is clear that Pitti Immagine's reputation in the world of international fashion and its transversal approach, which combines culture and economy, are in this case even more decisive elements for the success of the event".

**In the two days of the Summit, a rich program of presentations and live speeches by renowned guests** will animate the spaces of the Stazione Leopolda and will be amplified digitally on Pitti Connect. **The themes at the center of the two days** are, among others: the digital development of the creative and production processes at the basis of the new collections, with particular attention to craftsmanship; the new supply chains; the digital transition in support of ecology and the circular economy; the integration between traditional distribution and e-commerce channels; social media strategies; engagement and analysis models of consumer customers; the Internet of Things; Artificial Intelligence and Machine Learning; use and protection of Big Data and the Cloud; the Blockchain; the Metaverse and the creation, exchange, use of NFTs, etc.

"The profound global technological and economic changes that have been going on for some time, and the acceleration that has occurred in the last two years since the pandemic crisis hit - **adds Claudio Marenzi, president of Pitti Immagine** - have brought out business models in which the digital component is increasingly crucial. That is what prompted us to renew and reinforce the **e-P Summit**. We will put our experience, also in terms of communication and promotion, and the skills of the scientific management at the service of the business system, confident that the final result will be greater than the sum of the addenda".

**The project partners: Accenture, Google Cloud, Meta e TIM**



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These are the **four major global players** involved as partners in defining the themes and actions of the new e-P Summit project, intended both as an opportunity for meeting and discussion and as a platform for broader ideas.

### **Accenture**

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, it offers Strategy and Consulting, Interactive, Technology and Operations services. Accenture embraces the power of change to create value and shared success for clients, people, shareholders, partners and communities.

### **Google Cloud**

Among the world's leaders in cloud technology, the company offers businesses data analysis and artificial services and solutions based on an innovative and scalable infrastructure. Google Cloud supports fashion companies in their digitalization process by understanding, managing and analyzing data and enabling artificial intelligence solutions capable of innovating business processes and increasingly merging the physical and digital worlds.

### **Meta**

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

### **TIM**

TIM is the leading ICT group in Italy and Brazil, developing fixed, mobile, cloud and data centre infrastructure and offering services and products for communications and entertainment, placing itself at the forefront of digital technologies.

**TIM** addresses its offer to individuals, businesses and public administrations, as well as to the wholesale market, and makes use of specialised digital companies that create solutions, also in partnership with leading groups: **Noovle** is TIM's cloud company, **Olivetti** is the digital hub focusing on the development of IoT solutions, **Telsy** is the cybersecurity company, and **Sparkle** builds and provides international infrastructure and services. **Kena** is the Group's second mobile telephony brand, while **TIMVision** produces and distributes entertainment content.

In Brazil, **TIM Brasil** is one of the main players in the South American telecommunications market and a leader in 4G coverage.

In developing its business, the group has adopted a sustainability strategy based on the objectives of climate strategy, the circular economy, digital growth and gender equality and aims to become **carbon neutral in 2030** and achieve **zero net emissions by 2040**.

## **The companies at e-P Summit 2022**



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Among the companies participating in this new edition are: **3rand Up Solutions, Assyst, Besight, Crea Solution, Dyna Brains, Hyphen - Group, Joor, Lectra Italia, Logic & DV-5, Ot Consulting, Prisma Tech, Protocube Reply, Remira, S3k, Sedapta, Sopra Steria, Tesisquare, Vistex e Wuerth Phoenix & K3, Zakeke.**

On [www.pittimmagine.com](http://www.pittimmagine.com), along with the other Pitti fairs, e-P Summit has its own online space, integrated into the Pitti Connect digital project as well.

### Events Agenda

There are over 20 presentations and events scheduled for the two days, which can be consulted for full details at the following link:

<https://epsummit.pittimmagine.com/it/agenda>

*Among these, some highlights:*

#### **\_ The special panel dedicated to sustainability**

**Thursday, 5 May, from 9.30 to 11.00 AM**, the special "**Knowledge and transparency: the fashion supply chain as a starting point**" panel dedicated to the theme of sustainability and transparency of the fashion supply chains and the most effective strategies to increase the awareness of the final consumer. With **Orsola De Castro** (Founder and Creative Director, Fashion Revolution), **Laura Del Noce** (ICT Director, Pattern Fashion Engineering & Production), **Caterina Occhio** (Csr and Sustainability Advisor). Moderated by fashion journalist **Antonio Mancinelli**.

#### **\_ Round table: The future of retail and the new role of physical stores**

**Thursday, 5 May, from 4:30 alle 5:15 PM**, the Chief Information Officers of important international fashion brands and experts talk about the role of physical stores in the current business scenario. With **Antonio Farini** (Group CIO, Group CEO CRM, Group CEO digital division & e-commerce, Max Mara Fashion Group), **Antonio Fratta Pasini** (Head of IT, Calzedonia Group), **Giacomo Santucci** (Presidente Camera Buyer Italia). Modera **Marc Sonderrmann**, Editor in Chief e CEO, FASHION Magazine.

**Rinaldo Rinaldi** is supported by a **Scientific Committee** of university professors, experts, and top-level executives from fashion and luxury companies in selecting themes and contents. This includes:

**Alfonso Cinque**, BIT Chief of Strategy and Technology (CTO)/Global BIT Corporate and Retail Solutions Director, Gucci; **Marco Coianiz**, Chief Information Officer, Golden Goose; **Gregorio De Nardi**, Operations Director, Acqua di Parma; **Antonio Farini**, Group CIO, Group CEO CRM, Group CEO digital division & e-commerce, Max Mara; **Andrea Gandolfi**, IT industrial director, Prada Group; **Gabriele Gianello**, Head Of Digital, OTB; **Luca Isidori**, ICT Manager, Peuterey; **Mirco Lucchetta**, ICT Associate Director EMEA and HQ, Safilo; **Luca Malacarne**, Chief Information Officer, Stella McCartney; **Luigi Marzetti**, Supply Chain Manager, Stella McCartney; **Davide Nebbia**, Chief Information and Digital Officer, Moleskine; **Massimo Olivetti**, Head of Business & Omnichannel Innovation, Missoni; **Simone Pacciarini**, Chief Innovation Officer, Armani; **Gianluca Pancanti**, Production & Purchasing Planning LG&SLG, Christian Dior; **Emanuele Peron**, Chief Information Officer, Marzotto; **Andrea Pertici**, Chief Information Officer, Gucci; **Alessandro Ponti**, Chief Information Officer, Paul & Shark; **Fabio Pratesi**, IT Manager, Celine; **Leonardo Raineri**, Innovation Manager, Miroglio; **Roberto Raspini**, Chief Information Officer, Emilio Pucci Srl (LVMH Group); **Marco Ruffa**, Digital Transformation Director, Pinko; **Giovanni Sartori**, Director of Applications and IT Solutions, Moncler; **Andrea Sbisà**, IT Director, Stefano Ricci; **Cristiano Simonetto**, Group Digital transformation, Chief Information Officer and E-commerce director, Tod's; **Giulia Staffieri**, Chief Digital, Golden Goose; **Giulia Valle**, IT manager, Herno; **Tommaso Vanni** - Kering, Senior Manager - Fashion & Luxury, Accenture; **Andrea Veroni**, Chief Information Officer, Liu Jo; **Giacomo Viglietta**, Head of IT, Philip Plein; **Adriano Voglino**, Chief Information



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Officer, Bottega Veneta.

***To register and participate in the e-P Summit, for all the details on the participating companies and the agenda of presentations and events see:***

***[epsummit.pittimmagine.com](http://epsummit.pittimmagine.com)***