e-P Summit 2023:
18 and 19 April
at the Stazione Leopolda in Florence.

New edition of the Pitti Immagine summit
on fashion and digital,
focus on traceability, sustainability, Web3, and shopping experience.

The **2023 edition** of **e-P Summit**, the Pitti Immagine event dedicated to the relationship between fashion and the digital world, will take place on **April 18** and **19** at the **Stazione Leopolda** in **Florence**.
Shaping the digital future of Fashion is the subtitle and the promise of the event, which returns as a leading forum for dialogue between tech companies and the fashion industry. It launched in May 2022 with a new format and under the scientific direction of Rinaldo Rinaldi, a professor at the Department of Industrial Engineering at the University of Florence, who has been working for many years on the relationship between big fashion and luxury brands and ICTs for the digital transformation of the entire supply chain.

e-P Summit features a **unique format** that combines in-depth analysis and direct interaction. Companies' IT teams and staff members, and anyone interested in digital tools for the fashion and luxury sectors, can engage with innovation providers to explore the best software and hardware solutions for their business needs. Additionally, participants can join the discussion on the future of the industry through a diverse program of roundtables, presentations, and speeches by renowned guests.

"In the last two to three years, the pace of technological advancements has accelerated even further," **says Raffaello Napoleone, CEO of Pitti Immagine. "**This trend, coupled with the challenges faced by production processes and supply chain bottlenecks across multiple continents, has underscored the critical importance of digital innovation in the development of the fashion and luxury industry. This is why the e-P Summit has become an essential event, providing a high-level, specialized, and segmented forum for discussions among innovators and users. As part of Pitti's portfolio, e-P Summit offers seamless integration of services to support the fashion system."

"This year's edition promises to be as intense and interesting as ever," **says Rinaldo Rinaldi, scientific director of e-P Summit.** "I feel particularly satisfied with the quality of the calendar we will offer participants. On the stage of the Stazione Leopolda, there will be more than 20 talks by authoritative guests on a series of highly topical issues identified by the Scientific Committee, which has been integrating and enriching the Summit's management and curatorial functions since the first edition. In the two Florentine days, we will delve into topics already on the agenda of operators, such as sustainability and supply chain traceability, and we will address frontier areas, such as the impact of the metaverse on the intellectual property of brands or the role of social in the definition of new retail models. Always with a focus on the maturity of the technologies on the market."

The two-day e-P Summit features a diverse program that includes panel discussions, presentations, and keynote speeches by notable guests. The agenda covers a range of topics, such as *new strategies for personalizing and measuring the effectiveness of marketing campaigns in light of new cookie policies, the potential of 3D for business operations, insights on sourcing from seasonal to rolling, digital distribution control in retail, social and hybrid commerce, new KPIs for stores, Web3 evolutions and brand protection between Metaverse, NFT, and Blockchain,*

challenges and potential of the European Digital Product Passport for traceability, and designing sustainability through recycling and durability,

UniCredit at e-P Summit 2023

On the occasion of e-P Summit, the synergy between UniCredit and Pitti Immagine continues. Launched in 2020 with a focus on the issues of innovation and sustainability, at this edition UniCredit participates to the round table scheduled for April 18 entitled "Transparent and circular: technology to support sustainable fashion", with the contribution of Giusy Stanziola from the Start Lab & Development Programs UniCredit team

e-P Summit Partner: META

Meta builds technologies that help people connect and find communities, as well as offer companies increasingly more opportunities to grow their business and connect with customers. As a partner of e-P Summit, Meta will hold sessions on the topics of artificial intelligence and machine learning. The sessions will explore how companies can benefit from these new technologies for their business objectives.

"We are thrilled about our collaboration with e-P Summit, which enables us to promote awareness of the new frontiers of digital marketing," **comments Roberto Acquaviva, Sector Lead Fashion, E-commerce, Travel of Meta in Italy.** "To achieve success in today's market, brands must create competitive marketing campaigns that can achieve their objectives in innovative ways. That's why we have invested in artificial intelligence and developed tools that can help brands improve their performance in various aspects, generating long-term value."

e-P Summit 2023 Exhibitors

Among the companies exhibiting at this edition:
3D SHOE PROJECT, ADOBE, ALVANON, BGP, CARBONSINK, CERTILOGO, COMPETITOOR, DATA LIFE, DIANA E-COMMERCE CORPORATION, DIGITAL TECHNOLOGIES, FINDMINE, HYPHEN-GROUP, JOOR, MASTERCARD, MONOGRID, MURATA ID SOLUTIONS, NEXTAIL, OT CONSULTING, PRISMA TECH, REPLY, SHIN SOFTWARE, SOPRA STERIA, TESISQUARE, THE ID FACTORY, TOOLSGROUP, VSK, WÜRTH PHOENIX.

The Innovation Call for Fashion Tech Startups

A new addition to this edition is the **Innovation Call**, developed in collaboration with the *Fashion Technology Accelerator (FTA)*. The call invites selected Fashion Tech Startups to present their innovative solutions that combine high technology and fashion to the audience of managers and professionals in the fashion sector attending the e-P Summit. The solutions cover a wide range of topics, including 3D Design & Production, Social Commerce, KPI Stores, Web3 & Metaverse, Digital Product Passports, Recycling Solutions, and Digital Distribution Monitoring Solutions. Here are the Startup selected: **CDC_Studio, Fairly Made, Must Had, Renoon.**

Events Agenda

More than 20 talks, presentations, and speeches by renowned guests are scheduled over the two-day event to discuss the latest developments in the relationship between fashion and digital.

The complete agenda is regularly updated and can be found at the following link:
https://epsummit.pittimmagine.com/it/agenda

Among these we highlight:

Wednesday, April 18

➔ **10:30 - 11:15 AM**
ROUNDTABLE – #Sustainability
Transparent and Circular: Technology to Support Sustainable Fashion
With Gio Giacobbe (CEO ACBC), **Francesca Romana Rinaldi** (Director Monitor for Circular Fashion SDA Bocconi), **Francesca Rulli (**Founder Process Factory and 4sustainability), **Giusy Stanziola** (Start Lab Development Programs Unicredit).
Moderated by **Silvia Gambi** (journalist and podcaster Solo Moda Sostenibile - Sustainable Fashion Consultant)

➔ **02:45 - 03:30 PM**
ROUNDTABLE – #Sustainability
Digital Product Passport: Latest opportunities and compliance standards
With **Francesca Poggiali** (Chief Public Policy Officer Europe - GS1 in Europe) and **Attila Kiss** (CEO - Gruppo Florence), **Augusto Rosi** (Operation Manager – Max Mara).
Moderated by **Linda Vezzani** (Senior Standard Specialist - GS1 Italy)

➔ **05:45 - 06:30 PM**
ROUNDTABLE – #Web3
Metaverse: from Outside to Inside. Potential, challenges, and impact on brands
With **Sara Noggler** (Strategic Consultant, Metaverse e Web3 Advisor, Public Speaker), **Gianluca Comandini** (Professor, Blockchain Expert, TEDx Speaker), **Andrea Lorini** (Head of Collabs & Head of NFTs, Metaverse and Gaming - Luxottica)
Moderated by **Olivia Bosaz** (Tech & Fashion Lawyer)

Thursday, April 19

➔ **09:30 - 10:15 AM**
ROUNDTABLE – #ShoppingExperience
Retail Revolution: The latest trends in retail and how technology is shaping its future
With **Nicola Antonelli** (CMO - LuisaViaRoma), **Davide Basile** (CDO - Miriade), **Jacopo Sebastio** (Founder & CEO - Velasca).
Moderated by **Giulia Crivelli** (Fashion Editor, Il Sole 24 Ore)

➔ **04:30 - 05:15 PM**
ROUNDTABLE – #ShoppingExperience
Social Shopping: Selling at the Speed of Feed. How social media is transforming the way we shop and its impact on the industry
With **Laura Milani** (Head of Luxury, Made in Italy - Tik Tok) and **Matteo Baldi** (CEO - Ykone)
Moderated by **Massimiliano Chiesa** (SVP, Executive Board Member, Dentsu creative)

Scientific Committee

e-P Summit scientific director Rinaldo Rinaldi is supported in selecting the themes and content of the event by a **Scientific Committee** consisting of university professors, industry experts, and senior executives. Its members are:
Davide Basile, Chief Digital Officer, Miriade Group; **Alfonso Cinque**, BIT Chief of Strategy and Technology (CTO)/Global BIT Corporate and Retail Solutions Director, Gucci; **Marco Coianiz**, Chief Information Officer, Golden Goose; **Antonio Farini**, Group CIO, Group CEO CRM, Group

CEO digital division & e-commerce, Max Mara; **Andrea Gandolfi**, IT industrial director, Prada Group; **Luca Isidori**, ICT Manager, Peuterey; **Mirco Lucchetta**, ICT Associate Director EMEA and HQ, Safilo; **Luigi Marzetti**, Supply Chain Manager, Cartier; **Davide Nebbia**, Chief Information and Digital Officer, Moleskine; **Massimo Olivetti**, Head of Business & Omnichannel Innovation, Missoni; **Fabio Orlando**, Digital Marketing Manager, Gruppo Martinelli Ginetto; **Simone Pacciarini**, Chief Information Officer, Armani; **Gianluca Pancanti**, Production & Purchasing Planning LG&SLG, Christian Dior; **Antonio Patrissi**, Group Chief Digital Officer, Benetton; **Emanuele Peron**, Chief Information Officer, Marzotto; **Andrea Pertici**, Chief Information Officer, Gucci; **Giuseppe Picerno**, Head of innovation and sustainability; **Alessandro Ponti,** Global Information Technology Director, BALLY; **Alessio di Vietro**, 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 trasformation, Chief Information Officer and E-commerce director, Tod's; **Marianna Tomassi**, Head of Digital & Marketing Departments, Il Bisonte; **Giulia Valle**, IT manager, Herno; **Tommaso Vanni**, Kering, Senior Manager - Fashion & Luxury; **Andrea Veroni**, Chief Information Officer, Liu Jo; **Giacomo Viglietta**, Head of IT, Philip Plein; **Adriano Voglino**, Chief Information Officer, Bottega Veneta.

To register and attend e-P Summit and for all the details on participating companies and the complete event agenda, please visit:

epsummit.pittimmagine.com

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