Agenda

09:00 - 09:30   Registration

UniCredit Theatre

09:30 - 09:40   **Welcome speeches**
Agostino Poletto, General Manager & Chief Marketing Officer @Pitti Immagine
Rinaldo Rinaldi, Scientific Director @e-P Summit

09:40 - 10:00   **Product at the Core:**
Accelerated Innovation for an Ever-changing, Creative, Trend-setting Fashion Industry
Doug Tiffan, Worldwide Head Apparel & Fashion Strategy @Amazon Web Services
Silvano Joly, Director and Business Advisor @Deloitte

10:00 - 10:45   ROUND TABLE
Beyond the Hype of Genai in Fashion & Luxury:
Adoption Trends from Manufacturing to Client Experience
Claudio Calabrese, Industrial Engineering Director @Prada Group / **Andrea Forni**, Global IT & Digital Director @Wolford / **Laura Puricelli**, Co- founder @Dress For Good / moderator **Martino Carrera**, Milan Business & Fashion Editor @WWD

10:45 - 11:00   **The Elegance of (Artificial) Intelligence: Six Use Cases to Really Believe in It**
Iacopo Cricelli, CEO @Data Life
Marco Ruffa, General Manager @Data Life

11:00 - 11:15   **Data in Action: How to Optimize Security and Global Distribution**
Roberto Patano, Senior Manager System Engineering @Netapp Italia

11:15 - 11:45   Coffee break

UniCredit Theatre

11:45 - 12:00   **Digital Sustainability: Technology at the Service of Responsible Fashion - The Miroglio Case**
Raffaele Guzzon, Procurement & Sustainability Director @Gruppo Miroglio
Alberto Proverbio, Senior Advisor @Tesisquare & Partner of VPS

12:00 - 12:15   **Revolutionizing ESG with AI:**
Real-Time Supply Chain Transparency to Protect the Made in Italy Label and Start the Digital Product Passport Journey
Roman Houlbreque, Director of Partnership @Retraced

UniCredit Theatre	e-P Summit Ring
12:15 - 12:30 **Understanding the Real DPP — Insights from Europe, and How Ympact Is Driving the Transition** **Massimo Brandellero**, CO-Founder and CEO @Ympact **Martina Schiuma**, Head of Global Strategy and Partnership @Ympact	**The Traceability Journey Begins:** **Lessons Learned by Twinset** **Silvia Zaganelli**, Strategic Marketing and Business Development Manager @ Twinset **Bruno Mattia**, Traceability Expert @TrusTrace
12:35 - 12:50 **Why Big Brands Choose an Independent Agency. Made in Evolve × Champion — Shopify** **Massimo Visioni**, Senior Account Executive @ Shopify / **Gionata Galdenzi**, Industry lead fashion & luxury @Retex / **Gabriele Barbati**, Digital Director @Champion	**From Chaos to Intelligence:** **The New Retail Data Mandate** **Henri Hicks**, Account Executive @NuOrder **Lara Celeste**, Account Executive @NuOrder

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13:00 - 13:30   **Unicredit Innovation Call 2025**
StartUp - Pitch: **Bantoa**, **CDC Studio**, **Cloov**, **Haelixa**, **Lab-Go**, **Livetrend**

13:30 - 14:30   Lunch

UniCredit Theatre

14:30 - 14:50 **Merging Offline and Profit Strategies for Sustainable Growth**
Giovanna Sclafani, Head of Industry Luxury @Meta
Roberto Tribioli, Head of Industry Fashion, E-commerce & Eyewear @Meta

14:50 - 15:05 **The Why Behind the Buy:**
How to Capture Customer Intent and Transform It into Personalized Recommendations with Dressipi
Maurizio Alberti, SVP Revenue Global @ Mapp

15:05 - 15:20 **Navigating in the AI Era: Perspectives, Recommendations and Use Cases for F&L**
Mauro Palmarini, Consulting Director @Sopra Steria Italia
Enrico Cantoni, Retail, Fashion & Luxury and Industry Director @Sopra Steria Group

UniCredit Theatre	e-P Summit Ring
15:20 - 15:35 **Empower Your Retail Experience:** **The Kinetic Atmospheres!** **Guido Mengoni**, CEO & Partner @Mirror **Fabrizio Piccolini**, Executive Creative Director @Mirror	**AI & GenAI for Retail:** **from In-store to E-commerce** **Luca De Carli**, Head of Product @Retlay
15:35 - 15:50 **Retail Reinvented:** **How AI Is Redefining the Rules of the Retail** **Federico Albini**, Country Manager Italy @autone **Lorenzo Perego**, Data&Analytics Manager @Roberto Cavalli	**Traceability: Key Insights and Lessons from** **Luxury Fashion and Italian Supply Chains** **Amit Gautam**, Founder & CEO @TextileGenesis

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15:50 - 16:20 **Unicredit Innovation Call 2025**
StartUp - Pitch: **Measmerize**, **Modaresa**, **Metazoom**, **Movopack**, **Peftrust**, **Tailoor**

16:20 - 16:40 **Empowering Luxury Retail:**
Overcoming US Tariffs and Strengthening Client Partnerships in the Digital Era
Federica Ronchi, Regional Vice President, Sales @ESW
Rinaldo Rinaldi, Scientific Director @e-P Summit

16:40 - 17:00 **Networking Exhibitors Area**

20:30 **Gala Dinner** By invitation only

09:00 - 09:40 **Registration**

UniCredit Theatre

09:40 - 10:00 **E.Marinella x Shopify: Reimagining Cultural Heritage Through Digital Transformation**
Paolo Picazio, Country Manager Italy @Shopify
Alessandro Marinella, General Manager & Brand Ambassador @E. Marinella
Andrea Garzilli, Business Development Manager @E. Marinella

10:00 - 10:45 ROUND TABLE
Radical Transparency: Tracing and Communicating the Supply Chain
Romain Carrere, CEO @Aura Blockchain Consortium
Paolo Ruffato, Founder & Chief Of Vision @Probeat Agency
Andrea Rosso, Sustainability Ambassador @OTB Group
moderator **Sarah Kent**, Chief Sustainability Correspondent @BOF

10:45 - 11:00
Integration of Smart TAG (QR Code or NFC) and Digital Identity:
Simplified Management for the Digital Product Passport
Pietro Grignaffini, Sales Proposal Engineer RFID @Reca Mainetti
Giovanni Iachella, Sales Manager RFID @Reca Mainetti
Giulia Caldon, Business Developer & Sales Manager @EZ Lab - Blockchain Solutions

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11:00 - 11:15
**A New Era for Fabrics with NAO:
The Perfect Fusion of Zero-Cost Innovation and Ultra-Fast Development**
Mr. Qi Zheng, Founder @ Shanghai Visual Skeleton Key

11:15 - 11:45
Coffee break

UniCredit Theatre

11:45 - 12:30
ROUND TABLE
**New Retail & E-commerce Evolution:
Strategies Shaping the Future of Fashion & Luxury**
Fabrizio Viacava, Global Digital Director @Roberto Cavalli / **Giacomo Vicenzi**, Omnichannel Director @Santoni / **Giulia Franchini**, E-Business Manager @Aquazzura / **Nicola Ferro**, eBusiness & Omnichannel Transformation Expert / moderator **Ivano Cauli**, Chief Innovation Officer @Pitti Immagine

UniCredit Theatre	e-P Summit Ring
12:30 - 12:45 **An Omnichannel View of the Stock, Endless Growth Opportunities for the Brand with OneStock** **Irene Rossetto**, International Sales Director @OneStock	**MAX: the AI-powered Radar that Maps the Fashion Market to Anticipate Trends - the CoccoleBimbi Case** **Alberto Casu**, Marketing Manager @Boraso
12:50 - 13:05 **Data Next x Patrizia Pepe: Orchestrate Data, Automate the Future** **Marco Ruffa**, General Manager @Data Life **Sandro Fadda**, Head of IT @Patrizia Pepe	**Brembo Solutions: Artificial Intelligence to Preserve Quality While Safeguarding Craftsmanship** **Fabio Menichini**, Senior Manager @Brembo Solutions
13:10 - 13:25 **From the Creative Heart to Global Retail: Technology Reshapes the Future of Fashion** **Vanessa Manzione**, Chief Operation Officer ATELIER @Gruppo Zucchetti **Cristian Fabbri**, Account Manager BU ERP @Gruppo Zucchetti	**Fashion Ecommerce Without Limits: How to Innovate and Grow in 2025** **Alfredo Esposito**, Enterprise Account Executive Italia @BigCommerce **Aurelio Tonachini**, Founder @Mantanera

13:30 - 14:30
Lunch

UniCredit Theatre

14:30 - 14:45
**Mastercard Luxury Insights
Analysis of Trends and Purchasing Behaviors of the Top 200 Luxury Brands in Italy**
Andrea Calisti, Vice President Retail & Commerce @Mastercard
Michele Orofino, Director Services Business Development @Mastercard

14:45 - 15:00
Cybersecurity for the Fashion Supply Chain
Francesco Carioti, Head of Institutional Affairs and External Relations Division @ACN

15:00 - 15:30
**Artificial Intelligence in Fashion & Luxury:
Insights and Outlook from an Industry Survey**
Rinaldo Rinaldi, Scientific Director @e-P Summit
Laura Puricelli, Member of the Scientific Committee @e-P Summit

15:30 - 15:45
AI Revolution: at Pitti Immagine we Transform Data into Value and Connections
Ivano Cauli, Chief Innovation Officer @Pitti Immagine
Niccolò Feroci, Data Analyst @Pitti Immagine

15:45 - 15:55
Final Greetings and Conference Closing