



e - Luxury Summit
2023

Press release

e-Luxury Summit: An Exclusive Dagorà Event Where Luxury Converges with Digital Technologies for Sustained Innovation

Lausanne, 29th November, 2023 - After a successful edition of e-Luxury Summit last year, Dagorà proudly hosted one more edition of the conference which took place at IMD (Institute for Management Development), based in Lausanne, on 28th November. This exclusive conference served as a paramount platform for learning and emphasizing how top-tier luxury brands leverage digital technologies to effectively respond to the evolving needs and demands of the generation of consumers but also to offer a 360° experience to luxury customers. The event gave the opportunity to its participants to exchange ideas, best practices and engage in networking and business opportunities with highly reputed companies in fashion, watchmaking and design, such as Bulgari, Parmigiani Fleurier, or Bally.

This year's conference program included a wide range of insightful panels, compelling case studies, and inspiring success stories. In addition to major themes like generative AI and digital technologies, the discussions delved into the challenges that companies encounter in talent retention, the contemporary use of mergers and acquisitions as strategies for fostering business growth, and a host of other pertinent topics.

The conference started with an exciting lineup of speakers, including **Guido Terreni, CEO of Parmigiani Fleurier**, who talked about "Anatomy of Desire in Luxury Watchmaking." "Time is the luxury of the moment, but a watch is the luxury of a lifetime. As we venture into the anatomy of desire within luxury watchmaking, let us remember that a watch is a testament to a history of excellence, a reflection of a legacy of innovation, and a statement of the relentless pursuit of perfection. With this spirit, we delve into the ethos of Parmigiani Fleurier, where every tick is not just a second passed, but a step closer to the extraordinary."

In the later part of the afternoon, a series of panels were scheduled, featuring, among others, **Fernanda Hernandez, Head of Sustainability at Luisa Via Roma**, who was a key speaker on the "Sustainability Unveiled: The Evolution of Luxury" panel, delving into this topic. "In the ever-evolving world of luxury and e-commerce, our commitment to innovation, transparency, technology, and sustainable practices serves as the foundation for our future. As a global leader, we must leverage timeless elegance, ethical choices, and inclusivity. Our collective commitment to sustainability isn't just a choice; it's a strategic imperative for building a solid and profitable business while fostering a responsible business model that will propel a prosperous future".

The IMD was a partner of the conference for the second time and hosted the event on its campus. **Stéphane J.G. Girod, Professor of Strategy and Organizational Innovation at IMD**, explains the relevance of such an event like e-Luxury Summit: "IMD is delighted to welcome again Dagorà E-Luxury Summit where essential questions of innovation and transformation are discussed from so many horizons. IMD sees this process of cross-industry discussions as an essential part of its commitment to help luxury brands future proof through its [Luxury 2050 Initiative](#)."

During the conference, Bally, Lifestyle Tech Competence Center and Loomish announced the finalists of the [Fashion Innovation Award 2023](#). [Typeface](#) won the award for the Generative AI solutions for



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sales and marketing category and [Syrup](#) the award for the Machine Learning solutions for the Fashion supply chain.

About Dagorà:

Dagorà Lifestyle Innovation Hub is a professional community of experts in the Lifestyle sector gathering managers from brands, tech companies, investors and start-ups. Its community comes together for knowledge-sharing and business networking at its co-working, industry events and online platform.