FASHION INNOVATION AWARD

FASHION INNOVATION AWARD 2023

Winners Announcement

Lausanne – November 28th, 2023

BALLY

SWITZERLAND INNOVATION
PARK TICINO | SITE OF PARK ZURICH
LIFESTYLE TECH COMPETENCE CENTER

loomish
— INVESTING IN INNOVATION

accenture

DAGORÀ
LifeStyle • Innovation • Hub

Microsoft

Scuola universitaria professionale
della Svizzera italiana
SUPSI

SWITZERLAND INNOVATION
PARK NETWORK WEST EPFL

UBS

Università
della
Svizzera
italiana

FASHION INNOVATION AWARD 2023 | WINNERS ANNOUNCEMENT

Nathalie Sisouk

Chief Digital Officer

BALLY

Jelena Tašić Pizzolato

Managing Director

SWITZERLAND INNOVATION
PARK TICINO | SITE OF PARK ZURICH

LIFESTYLE TECH COMPETENCE CENTER

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SWITZERLAND INNOVATION
PARK TICINO | SITE OF PARK ZURICH

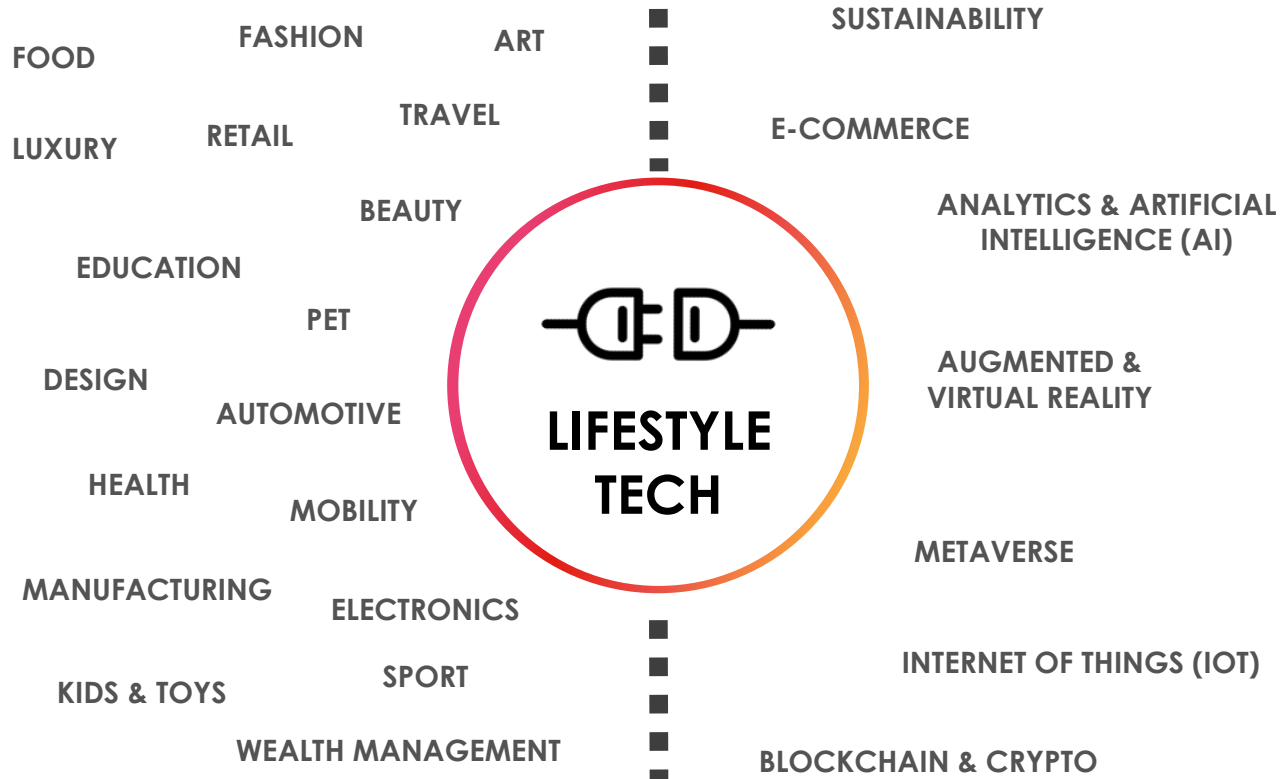LIFESTYLE TECH COMPETENCE CENTER

TOGETHER FOR INNOVATION

THE LIFESTYLE TECH COMPETENCE CENTER

BALLY

The **Lifestyle Tech Competence Center (LTCC)** is an association part of **Switzerland Innovation Park – Ticino**, which is a federal program promoting and co-financing innovation projects.

LTCC generates a unique ecosystem aiming to strengthen territorial positioning, supporting Lifestyle companies with science-based and open innovation projects, and attracting investments to generate local value.

PARK INNOVAARE

PARK BASEL AREA

PARK ZURICH

PARK BIEL / BIENNE

PARK CENTRAL

PARK WEST EPFL

PARK TICINO

LIFESTYLE TECH
COMPETENCE CENTER

WHAT IS LIFESTYLE TECH?

LIFESTYLE INDUSTRY

FOOD
FASHION
ART

LUXURY
RETAIL
TRAVEL

BEAUTY

EDUCATION

PET

DESIGN

AUTOMOTIVE

HEALTH

MOBILITY

MANUFACTURING

ELECTRONICS

KIDS & TOYS
SPORT

WEALTH MANAGEMENT

LIFESTYLE TECH

SUSTAINABILITY

E-COMMERCE

ANALYTICS & ARTIFICIAL INTELLIGENCE (AI)

AUGMENTED & VIRTUAL REALITY

METAVERSE

INTERNET OF THINGS (IOT)

BLOCKCHAIN & CRYPTO

TECHNOLOGY & TRENDS

LIFESTYLE TECH
COMPETENCE CENTER

PARTNERS OF THE LIFESTYLE TECH COMPETENCE CENTER

INSTITUTIONS & UNIVERSITIES	FASHION BRANDS & RETAILERS	FOOD	DESIGN & FURNITURE	TECHNOLOGICAL PARTNERS	INFRASTRUCTURE & FINANCIAL PARTNERS
LVGA Città di Lugano	assos OF SWITZERLAND	Barilla DAL 1877	BertO THE DREAM DESIGN MADE IN MEDA	accenture	DAGORÀ LifeStyle • Innovation • Hub
Scuola universitaria professionale della Svizzera italiana SUPSI	BALLY	LAVAZZA TORINO, ITALIA, 1895		ANTARES VISION GROUP	lumish. INVESTING IN INNOVATION
Università della Svizzera italiana	GUESS			HYPHEN Digital to Humans	moresi.com
	VF			Microsoft	UBS

LIFESTYLE TECH COMPETENCE CENTER

THE FASHION INNOVATION AWARD 2023

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WHAT IS THE FASHION INNOVATION AWARD?

Launched **five times** in collaboration with Bally and Loomish, the Fashion Innovation Award is a **startup/scaleup** call looking for **innovative solutions** in the fashion industry worldwide.

PREVIOUS EDITIONS

- **2022 -** Digital 3D assets to improve CX and OE
- **2021 -** Virtual fashion and augmented CX
- **2020 -** Sustainability across Fashion value chain
- **2019 -** AI FashionTech

SOME STATISTICS

3000+
STARTUPS INVOLVED

35+
DIFFERENT COUNTRIES

THIS YEAR, BALLY DECIDED TO OPEN DOORS TO OTHER BRANDS

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SCOUTING PROCESS

BALLY

OUR JURY MEMBERS

Nicolas Girotto
Chief Executive Officer
at BALLY

Nathalie Sisouk
Chief Digital Officer
at BALLY

Laura Guazzaroni
Global Omnichannel
Director at BALLY

Annamaria Morena
Global Head of Marketing
at BALLY

**Clémence
Nogret-Pradier**
Digital Transformation
Sr. Manager at BALLY

Alessandro Ponti
Global IT Director
at BALLY

Antonio Carriero
Chief Technology Officer
at Breitling

Francesco Cicognani
Sr. Vice President
Product Development &
Operations at Hugo Boss

Xia Feng
Digital Distribution
Director at Richemont

Simone Gibertoni
Chief Executive Officer
at Clinique La Prairie

Francesco De Maria
Managing Director
at Accenture Song

Arnaud Rossi
Managing Director
at Accenture

Rebecca Schmitt
Client Account
Leadership at Accenture
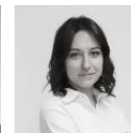
Achille Peternier
Adjunct Professor
at SUPSI

Leandro Bitetti
Head of MSc in Business
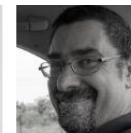Administration with Major
in Innovation
Management
at SUPSI

Nadzeya Sabatini
Lecturer and Researcher
in Digital Fashion
Communication at USI

**Pedro Lopez-Belmonte
Eraso**
Senior Manager, web3
& Technology Innovation
at Richemont

Chiara Maltese
Account Executive
at Microsoft

Michele Zoppi
Sr. Partner Developer
Manager at Microsoft

Gabriele Amadò
Head of Corporate
Clients Market Area
Ticino 2 at UBS

Antonio Puntello
VP Global Sustainability
at Timex

Sabrina Vilhena
Interim Management &
Management Consulting
at Juniper Frost

Hauk Hofseth
Associate at OLMA
Capital Management

Silvia Binggeli
Editor in Chief
at Ringier Axel Springer
AG, Schweizer Illustrierte

Andrea Nobili
Private Equity Investor
at Longbow Finance SA

Dr. Stéphane J.G Girod
Professor of Strategy &
Organizational Innovation
at IMD Business School

Carlo Terreni
President at Lifestyle
Tech Competence Center
and Founder of Loomish

Jelena Tašić Pizzolato
Managing Director
at Lifestyle Tech
Competence Center

Davide Guzzetti
Associate Director
at Loomish

Sonia Spring
Global Marketing Director
at Clinique la Prairie

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THE PATH TO THE FASHION INNOVATION AWARD 2023

MARCH - MAY	6 JUNE	14 JULY	JULY - SEPT	12 OCTOBER

DESCRIPTION

ONBOARDING JURY MEMBERS	BRIEFING WORKSHOP	LAUNCHING SCOUTING	SCOUTING FOR SOLUTIONS	SHORTLISTING & VOTING
Selection and **onboarding** of **jury members** + **PoC discussion**	**An interactive session** to discuss **opportunities** and **innovation** with jury members and define the specific **areas** of innovation **to scout for**	Topic deep-dives; creation and **launch** of a dedicated **website**; first **reach out** to **pre-screened startups** that fit needs	**Continuous screening** of **solutions** that fit needs; **meetings** with **founders** and credentials review to **maximize valuable applications**	**Shortlist** of best solutions; workshop with jury members to **vote**

MAIN DELIVERABLES

- **List of potential jurors** - **Jury info deck** - **Meeting** with confirmed jurors	- **Workshop deck** - **Design thinking material** for the workshop - **Scouting areas and details** (e.g., prizes, ...) - Comms plan	- **Landing page** - **Marketing content** (e.g., pr, social, …) - First version of the **startups' database** and emails	- **Marketing content** (e.g., pr, social, …) - **Startups applications**	- **Pre-screened solutions**, details - **Voting platform**

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THE PATH TO THE FASHION INNOVATION AWARD 2023

YESTERDAY & TODAY

NEXT STEPS

DESCRIPTION

25 OCTOBER

FINALISTS ANNOUNCEMENT

Analysis of voting data and **identification of finalists**

27 NOVEMBER
Rolex Learning Center, LAUSANNE

FASHION INNOVATION AWARD PITCH DAY

Pitch Day where finalists pitched, and jury members **voted for the winning solutions**;

VIP Apero "Executives meet the Startups" followed

28 NOVEMBER
IMD Business School, LAUSANNE

eLUXURY SUMMIT

Winners announcement at the LTCC's member event – Dagorà – with 500+ attendees

NEW

DEC - JAN

MENTORING & PoC DISCUSSION

One-to-ones with most promising solutions; potential **evaluation of PoCs**

MAIN DELIVERABLES

- Marketing content
- **List of the confirmed finalists**

- Marketing content
- **Event and final voting session**
- **VIP Apero "Executives meet the Startups"**

- Startups and Dagorà coordination
- **Winners announcement**

- **One-to-one sessions**
- Possible **PoC discussions**

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WHAT WERE WE LOOKING FOR?

STARTUPS THAT APPLY ARTIFICIAL INTELLIGENCE & MACHINE LEARNING TO BOOST CUSTOMER EXPERIENCE AND SUPPLY CHAIN EFFICIENCY

1 GENERATIVE AI SOLUTIONS FOR SALES AND MARKETING THAT INCREASE CUSTOMER EXPERIENCE & ENGAGEMENT

Solutions that employ generative AI to **generate personalized and targeted content**, enabling businesses to deliver **tailored marketing campaigns**, improve strategies, and create **interactions with customers**

2 ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING SOLUTIONS FOR THE FASHION SUPPLY CHAIN

By leveraging AI and ML algorithms, these solutions enable automated demand forecasting, **efficient inventory management**, **optimized production planning**, and intelligent **product recommendations**

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SCOUTING OVERVIEW

650+

80+

30

10

650+ startups contacted

Applications exhibit a **diverse range of solutions**, **meeting the requirements** of our scouting criteria.

80+ applications

International solutions from Switzerland, USA, South Korea, Italy, UK, Ukraine, Israel, Portugal, Spain, and Singapore.

30 solutions

Pre-screened **by LTCC innovation team**

10 finalists

Identified **by Jury Members** to pitch today

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FASHION INNOVATION AWARD

Category 1 | Generative AI for CX

WINNER

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Category 2 | AI & ML for Supply Chain

WINNER

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