DeFINE

DEVELOPING A FASHION-TECH INNOVATION NETWORK FOR EUROPE

INFO DAY PARIS 2019

DeFINE Consortium Partners

ual: london college of fashion

mediadeals

POLITECNICO MILANO 1863

ceei BURGOS

institut FRANÇAIS de la MODE

EURATEX

CYRIC

ebn innovation network

Fondazione Politecnico di Milano

BORÅS INK

Co-funded by the COSME programme of the European Union under GA n.80691The content of this material represents the views of the author only and his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-size Enterprises (EASME) or any other body of European Union. The European Commission and the Agency do not accept any responsibility for the use that may be made of the information it contains.

EUROPEAN COMMISSION

PIEDAD RIVAS

SILVIA DRAGHI

COSME PROGRAMME

Showcasing EU design, creativity and innovation as the core of the European fashion and high end industries

'A story of fusion between creative minds, fashion designers, crafters and makers'

DeFINE – Fashion-Tech Innovation Network for Europe – Première Vision - Paris 12-13 February 2019

Piedad RIVAS
Project Manager
European Commission – Executive Agency for SMEs (EASME)

Why EU supports creativity and innovation and fashion professionals and SMEs?

Why the light industry sectors fashion/clothing/textile/footwear and leather are important to create growth and jobs in Europe?

-Textiles and clothing play an important role in the European manufacturing industry

-Employs 1.7 million people and generates a turnover of EUR 166 billion.

-The main challenge for the industry sector is to maintain its competitiveness moving towards products with higher value added.

- Manufacturers and makers in fashion and lifestyle consumer goods such as textiles-clothing, footwear, fur, leather and leather products, jewellery, accessories, handbags are a major pillar of EU creative industries.

- These industry sectors represent a total annual turnover of approx. € 500 billion and an economic value added of € 150 billion while employing 5 million people across the EU.

-The vast majority of enterprises in the sector are SMEs, small business, self-employed, micro-companies and individual craftsmen whose unique competencies, techniques and know-how are often not translated into competitive strengths.

-Manufacturing SMEs in the textile/clothing/footwear and leather face difficulties to integrate new technologies, innovative design knowledge and to collaborate with designers and creative minds.

On the other hand, Europe is leader in creativity and innovation and **has the most creative designers in the world**. Still, they often lack practical knowledge related to manufacturing processes and have difficulties in finding EU manufacturers to produce their collections.

This is why the European Commission supports design, creativity and innovation as the core of EU *fashion and high end industries* in many ways

HOW? Through COSME programme – the programme for the competitiveness of SMEs

In many ways and angles : education, research, and cross-disciplinary collaboration with other industry sectors.

1. Providing **financial support** to SMEs and starts up for collaborative and innovative concepts/solutions/ideas for market uptake
2. Raising capacities and **skills (training/coaching)**, cross-disciplinary collaboration and fusion between traditional/new skills
3. Promoting **entrepreneurship and cross disciplinary thinking**
4. Promoting the adoption of **new technologies**

EU funding programmes 2014-2020

COSME: Competitiveness of SMEs

- €2.3 billion

Creative Europe: cultural and creative industries

- €1.46 billion

Horizon 2020: research and innovation

- €80 billion

Erasmus+ Education, training, youth

- 14.7 billion

European Structural and Investment Funds + EFSI

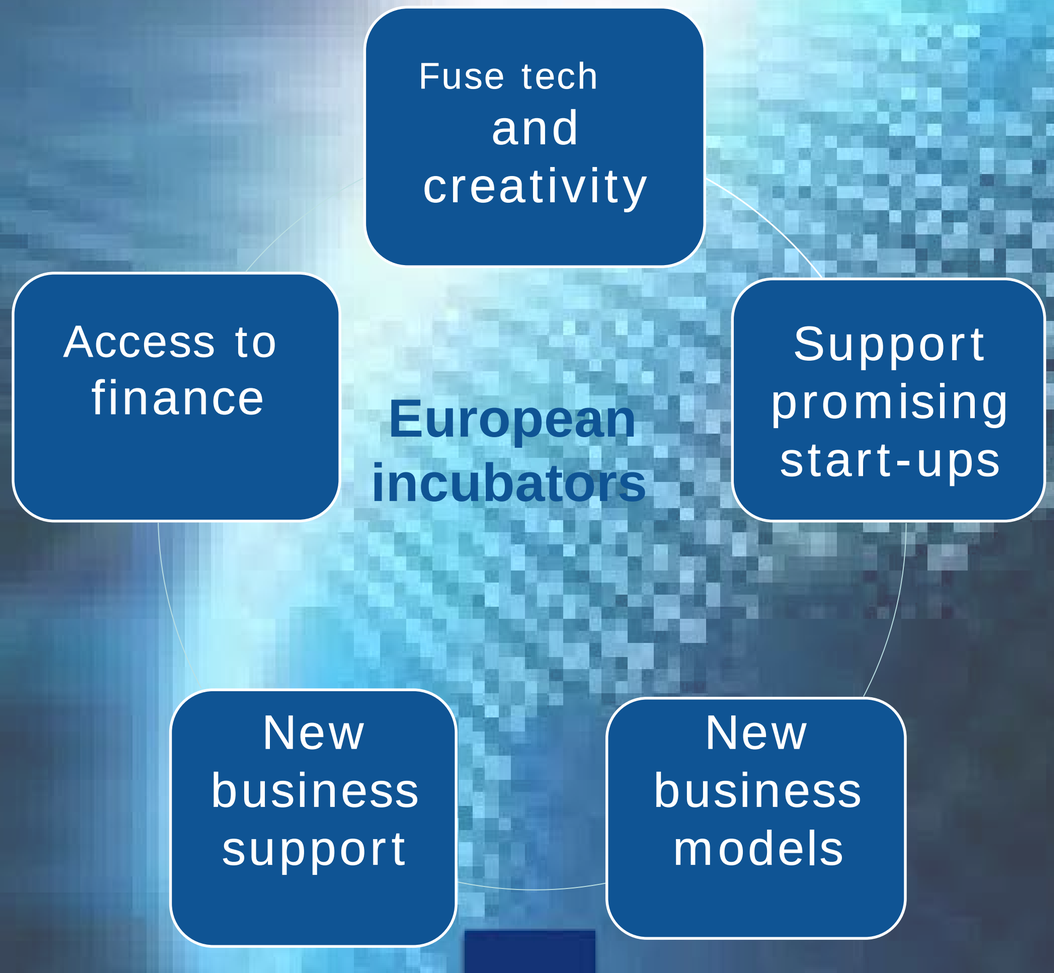
Market uptake projects - Design-based consumer goods for SMEs

European Incubation Networks for creativity-driven innovation

- to support creation, incubation and scaling-up of companies in cultural and creative industries (CCIs) through cross-national, incubators-driven action focusing on innovation and development of new business models by a fusion between creative, art and design skills with technology, science and other relevant expertise.

- **1 transnational network focussing on FashionTech**
- **DeFINE – Fashion-Tech Innovation Network for Europe**

Creativity + technology= EU network of incubators



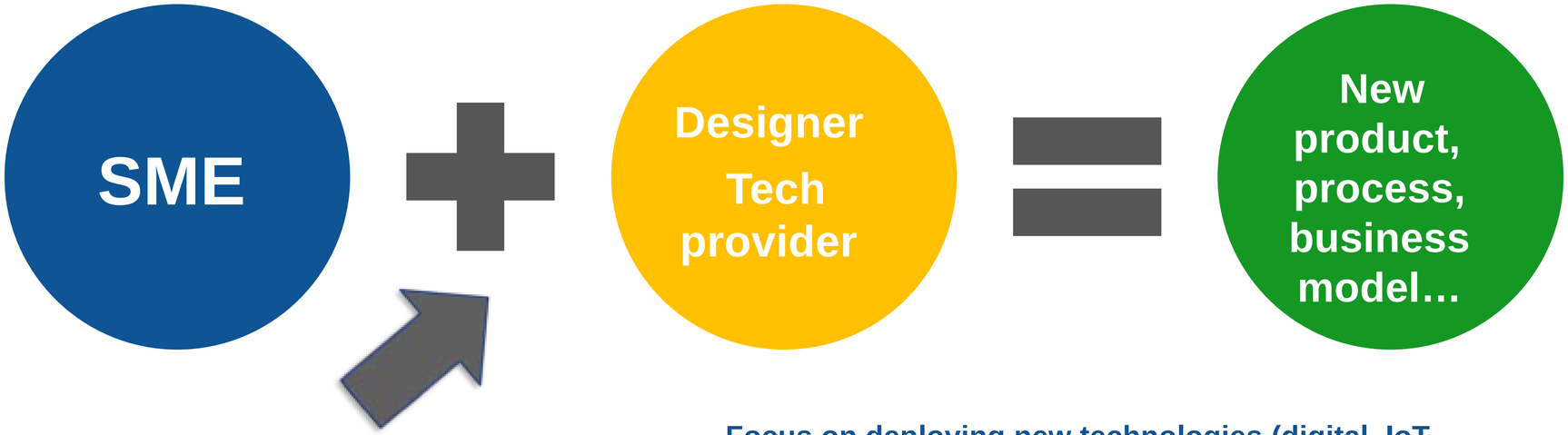
European Commission

WORTH Partnership Project - http://www.worthproject.eu/

Supporting creative minds to develop innovative products by adopting new techniques and processes

WORTH Partnership Project – 4 years

New Call OPENS in APRIL 2019



Focus on deploying new technologies (digital, IoT, Virtual/Augmented reality…) in innovative manufacturing SMEs and micro-enterprises.

Trans-national partnerships
€10,000 + coaching and support

Charles Frederick Worth: Fashion’s First Superstar

- Charles Frederick Worth (1825–1895)
- Worth was the first to sign a dress with a label
- He was the first to make clothes that exemplified his “brand”
- He developed the concept of *maison de couture* and is ‘*the first global designer*’

WORTH Partnership Project

- The core belief is that creative industries (SMEs and start-ups) are key drivers of economic growth in Europe.

- That’s why WORTH

  - supports collaborations between SMEs and start-up fashion designers, crafters, manufacturers and technology firms to create innovative and design-driven products and ideas with an added-value

WORTH Partnership Project – what's in it for fashion designers/crafters/makers?

- The selected partnerships will receive financial and capacity building support to exchange knowledge and skills between manufacturing, creative and technology companies with:

  - A small amount of seed money
  - Individual coaching and advice on product market positioning and branding and IPR
  - Participation in two of the top international industry fairs and exhibitions,
  - Networking and cross-disciplinary collaboration, and product development

WORTH Partnership Project –

- The partnerships are formed by partners form by SMEs working in the fashion and consumer goods industry across Europe operating in following industry sectors: **fashion/textile, footwear, leather, jewellery, accessories, furniture and home decoration.**

- 25 innovative partnerships are now on motion
- 2nd selection on-going
- Next Call Calling IN APRIL 2019

WORTH Partnership Project –Showcase examples

- Elisa Palomino, Campomaggi & Caterina L. Atlantic Leather –Clutch bags made of fish leather processed inspired in Iceland traditional handcrafts and Japanese water painting techniques using ink water and no additives.

- Bas Froon Studio and A+Z Design textile: Unique acoustic interior panels, digitally manufactured, micro-moulded made of recycled textiles

- ElisabethJayot & Wemake – Modular clothing made of seamless, reversible and repositionable pieces that can be rearranged without a sewing machine

- Adbuse, Castellari & Geoband – Quality bags, made of ecological leather, with tracking system and panic button

European Commission

MAURIN DONNEAUD (FRANCE)
KOBAKANT (GERMANY)

#Creativity I #Innovation I #Connections

WORTH PARTNERSHIP PROJECT

Thank you

Piedad RIVAS
Project Manager
European Commission –Executive Agency for SMEs (EASME)

Piedad.Rivas@ec.europa.eu

INSTITUT FRANCAIS DE LA MODE

DANIÈLE CLUTIER-LÉAUTÉ

POLITECNICO DI MILANO

PAOLA BERTOLA

DeFINE

DEVELOPING A FASHION-TECH INNOVATION NETWORK FOR EUROPE

Introduction to DeFINE

DeFINE Consortium Partners

ual: london college of fashion

POLITECNICO MILANO 1863

ceei BURGOS

Institut FRANÇAIS de la MODE

CYRIC

ebn

Fondazione Politecnico di Milano

Co-funded by the COSME programme of the European Union under GA n.80691
The content of this material represents the views of the author only and his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small ans Medium-size Enterprises (EASME) or any other body of European Union. The European Commission and the Agency do not accept any responsibility for the use that may be made of the information it contains.

EASME COSME

European Incubation Network(s) for Creativity-Driven Innovation

DeFINE is a three year (2018-2021) **collaborative project co-funded** by the **European Commission's COSME Programme** which aims to **support** the **fusion** of **cutting-edge technologies and innovation** with the **European Fashion and Design Industries.**

Co-funded by the COSME programme of the European Union

DeFINE

www.define-network.eu

WE ARE DEVELOPING

A **network** of incubators & accelerators,
start-ups & SMEs, and financiers to form
a **European Fashion-Technology community**
where **cross-sectoral knowledge** is **shared**,
ideas grow and transnational **collaboration** is **nurtured**.

DeFINE

www.define-network.eu

EUROPEAN FASHION INDUSTRY CHALLENGES

DeFINE

www.define-network.eu

#1 The **fashion industry** has been slow **to adopt new technologies**

#2 **Links to** the **technology sector are missing**

#3 **Lack of interdisciplinary skills** to **organise** and **manage collaborations**

#4 **Lack of financier networks focused on Fashion-Tech**

PARTNERS

DeFINE

www.define-network.eu

Academic Partners

POLIMI / Politecnico di Milano, IT
FPM / Fondazione Politecnico di Milano, IT
IFM | Institut Français de la Mode, FR
UAL-LCF | London College of Fashion, UK

Business and Innovation Centers

EBN / European Business and
Innovation Centres Network, BE

and its European presence

CEEIB / CEEI Burgos, ES
CYRIC | Cyprus Research & Innovation Center Ltd, CY

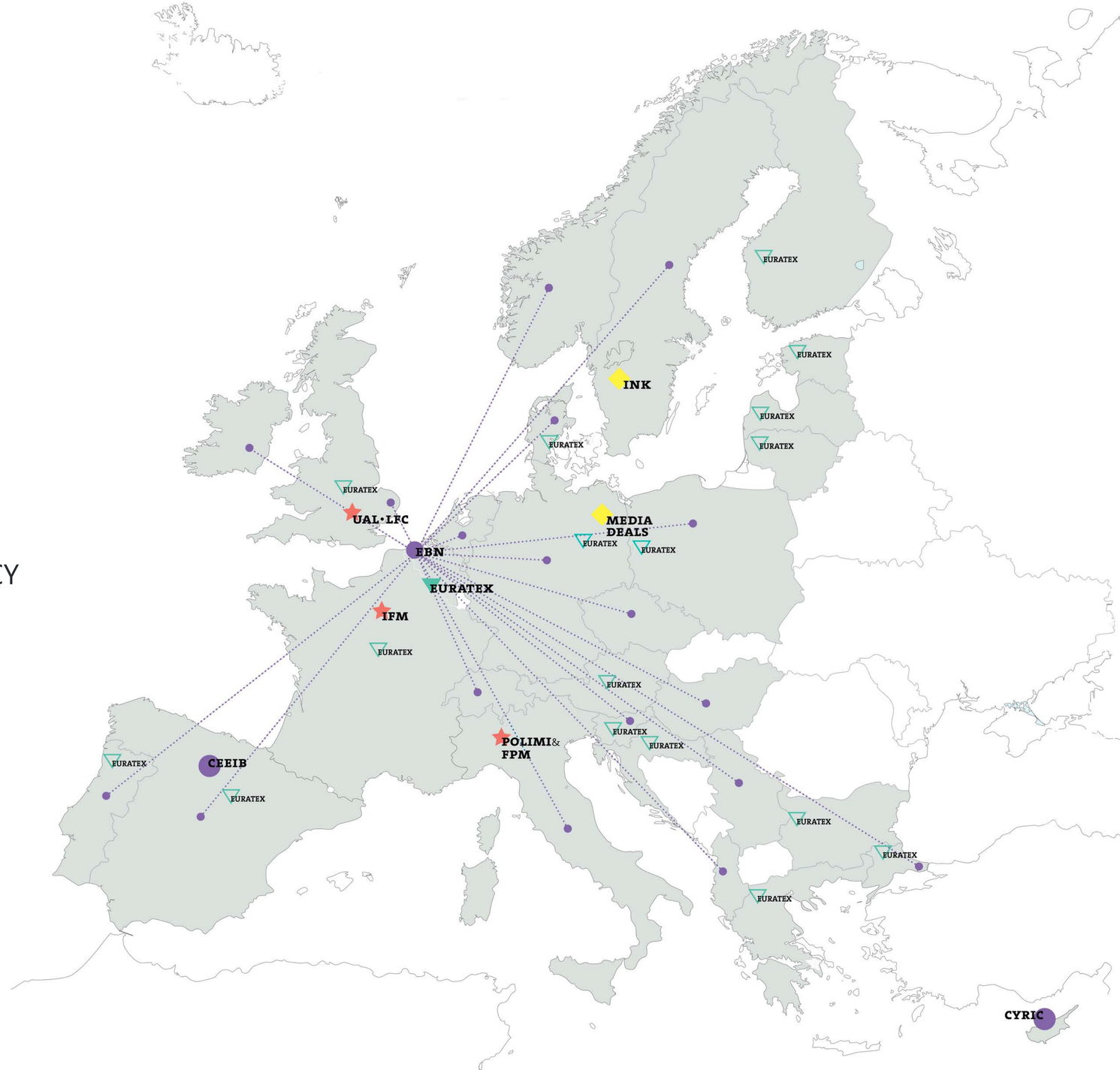
Category Associations

EURATEX / European Textile, BE

and its European presence

Business Support

INK / Inkubatorn I Boras AB, SE
MEDIA DEALS / Media Deals, DE



GOALS

DeFINE

www.define-network.eu

WE WILL DELIVER

A **Europe-wide programme** of **inter-related networking events**, training, mentoring support and knowledge-sharing, for the benefit of **incubators & accelerators**, **start-ups & SMEs**, and **financiers**.

1/3

DeFINE

www.define-network.eu

WP 3 / KNOWLEDGE SHARING PROGRAMME **/ IFM**

Webinars

8
Info Days

4
Bootcamps

2 + 2
Info Days → *2 Bootcamps*

2 + 2
Info Days → *2 Bootcamps*

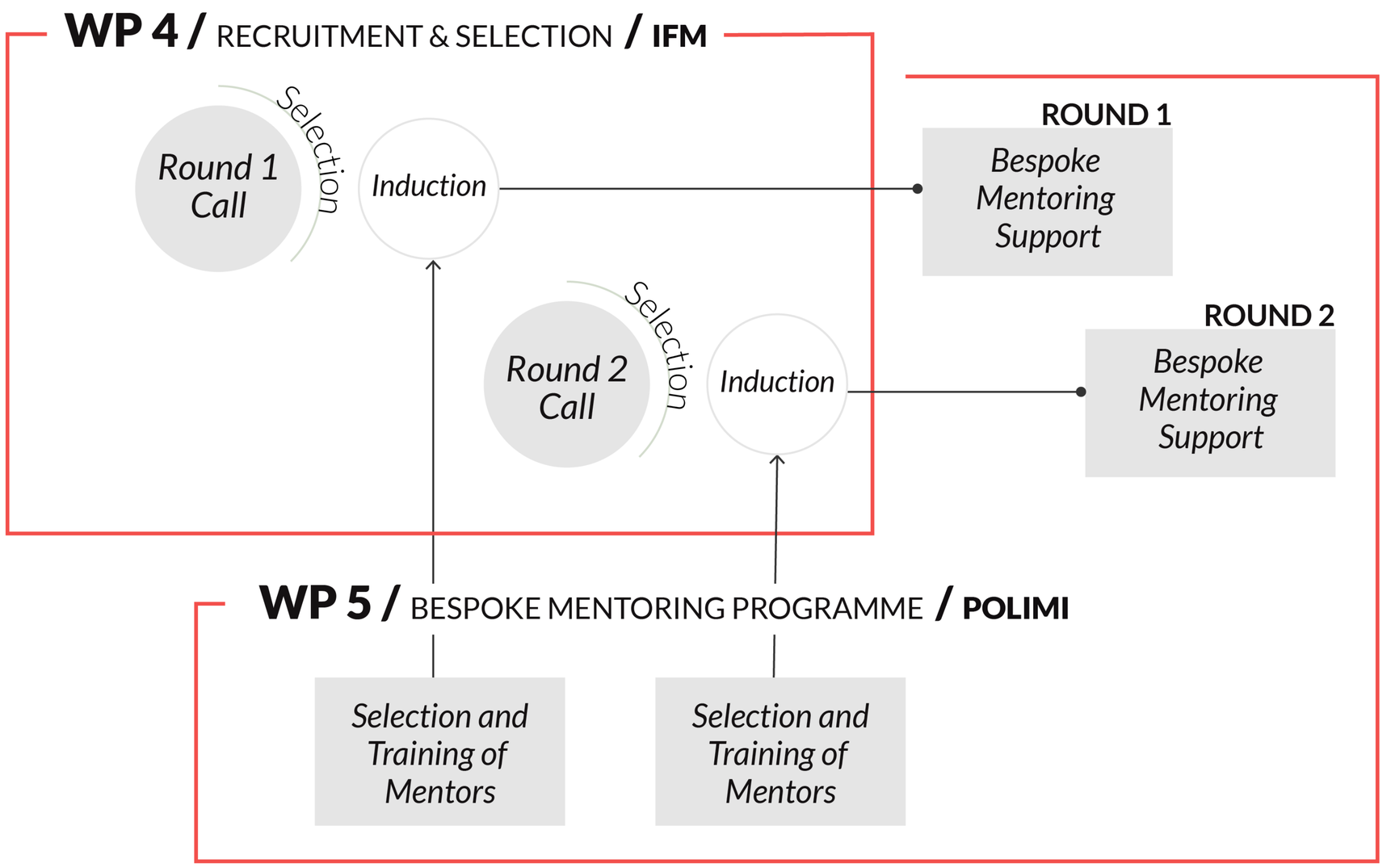
WE WILL DELIVER

25 new products, **processes** or **market approaches**,
as a result of **8 months' innovation mentoring support**
provided by our network of experts, and access to facilities.

2/3

DeFINE

www.define-network.eu


WP 4 / RECRUITMENT & SELECTION / IFM
Round 1 Call
Selection
Induction
ROUND 1
Bespoke Mentoring Support
Round 2 Call
Selection
Induction
ROUND 2
Bespoke Mentoring Support
WP 5 / BESPOKE MENTORING PROGRAMME / POLIMI
Selection and Training of Mentors
Selection and Training of Mentors

WE WILL DELIVER

A **report** on **good practices** and **recommendations** to industry for delivering **Fashion-Innovation support in Europe**.

3/3

DeFINE

www.define-network.eu

FUTURE EVENTS

DeFINE

www.define-network.eu

EVENTS

Info Days And Bootcamps

INFO DAY
in 8 European Cities

Discover DeFINE Project

Paris, France | 12 February 2019

Boras, Sweden | 21 March 2019

Porto, Portugal | 3 April 2019

Berlin, Germany | July 2019

London, England | December 2019

Milan, Italy | Dec 2019 /Jan2020

Porto, Portugal | 2020

Lodz, Poland | 2020

BOOTCAMP
in 4 European Cities

Apply to attend

London, England
5 -6 June 2019

Berlin , Germany
24-25 June 2019

Paris, France
February 2020

Milan, Italy
February 2020

DeFINE

www.define-network.eu

EVENTS

Investment Readiness Programmes and Financier Training Workshops

INVESTMENT READINESS PROGRAMMES

in 4 European Cities

For up to 120 entrepreneurs in fashion-tech held during the 2 Bootcamps and 2 Annual Networking Events

FINANCIER TRAINING WORKSHOPS

in 4 European Cities

Engaging at least 30 experts and ‘novice’ financiers during 4 Info Days

DeFINE

www.define-network.eu

DeFINE

DEVELOPING A FASHION-TECH INNOVATION NETWORK FOR EUROPE

PROGRAMME SUMMARY

DeFINE Consortium Partners

ual: london college of fashion

mediadeals

POLITECNICO MILANO 1863

ceei BURGOS

institut FRANÇAIS de la MODE

EURATEX

CYRIC

ebn innovation network

Fondazione Politecnico di Milano

BORÅS iNK

Co-funded by the COSME programme of the European Union under GA n.806912

The content of this material represents the views of the author only and his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-size Enterprises (EASME) or any other body of European Union. The European Commission and the Agency do not accept any responsibility for the use that may be made of the information it contains.

CALL FOR PROJECTS

CALL FOR PROJECTS

Objectives:

Select and induct 25 start-ups/SMEs onto a bespoke mentoring programme, focused on helping them develop their innovative ideas and improve on their innovation management practices.

To provide 80 hours of mentoring support to each of the 25 businesses, to guide them through the innovation process.

By the end of the mentoring, the businesses should each have a prototype or proof of concept of a new product, process or new business model.

CALL FOR PROJECTS

CALENDAR : 2 TRANCHES

1ST TRANCHE FROM APRIL 2019 TILL MAY 2020

2ND AND LAST : FROM JANUARY 2020 TILL FEBRUARY 2021

- By end of March 2019 : all details posted on website + tutorial

- April 4th 2019 : « expressions of interest » : simple form to make contact and explain your project

→ we contact you to help you turn this project into a viable competitive proposal

→ we can offer you to attend a Bootcamp to receive preparation and training in sessions with 30 project applicants in London or Berlin

- June 3rd – August 15th : Call for Projects is open to collect your finalized proposals

- Beginning September 2019 : Advisory Board analyzes proposals and selects up to 13 projects

- September 18th 2019 : Winners list is announced …….. and then….

- Coaching and mentoring can begin in September 2019
- Tailored to the needs of each project team
- A total of 80 hours
- Over an 8 month period
- May 2020 approx. : final presentation of projects outcome and results (TBD)

CALL FOR PROJECTS

Who is concerned? Start-ups, micro- and small businesses in fashion and in technology

For what kind of projects ?

- Fashion + tech

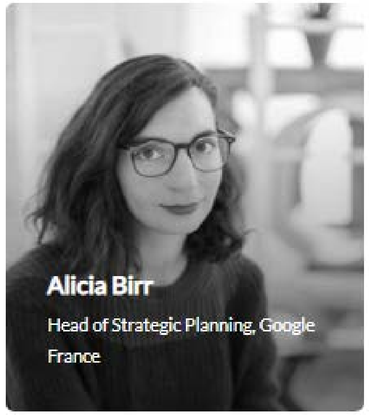
- Innovation in product, service, process, business model

- Selection made by an Advisory Board

ADVISORY BOARD AND SELECTION COMMITTEE

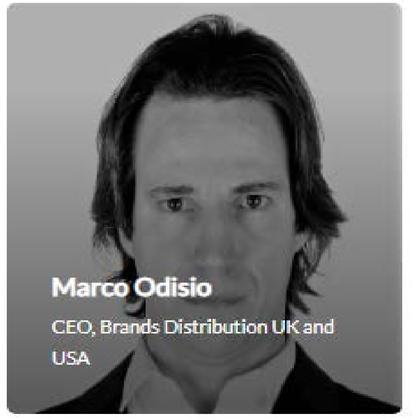
Jennie Rosén
CEO, Swedish Fashion Council

Philippe Ribera
Vice President, Innovation, Lectra



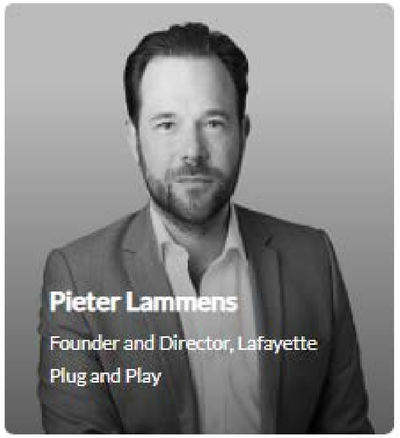
Alicia Birr
Head of Strategic Planning, Google France

David Grunwald
VP of Innovation, Farfetch



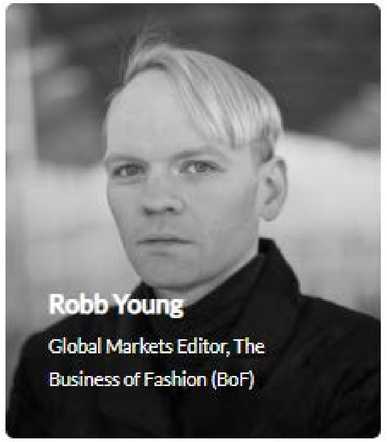
Marco Odisio
CEO, Brands Distribution UK and USA

Kari Härkönen
Chief Digital Officer, Marimekko

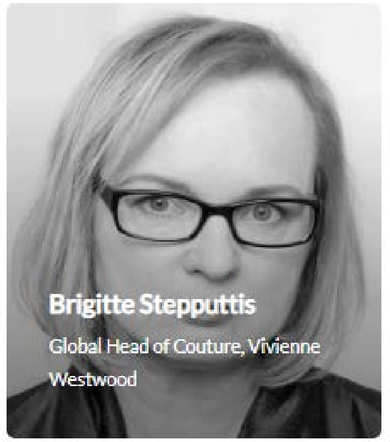


Pieter Lammens
Founder and Director, Lafayette Plug and Play

Gilles Lasbordes
Managing Director, Première Vision



Robb Young
Global Markets Editor, The Business of Fashion (BoF)



Brigitte Stepputtis
Global Head of Couture, Vivienne Westwood

CALL FOR PROJECTS

Selection criteria

The Selection Committee will assess the following characteristics for each project:

- Originality and degree of innovation

-Strategic and market relevance and added value for involved business

-Strategic relevance and added value for the EU fashion industry competitiveness

REMEMBER !

- **By end of March 2019 : all details posted on website + tutorial**
- **www.define-network.eu**

Good luck to all project holders!

Thanks for your attention

FASHION-TECH MARKET

FEDERATION HAUTE COUTURE ET MODE

ROBIN CAUDWELL

TECHNOLOGICAL CHALLENGES AND FUTURE OF FASHION

Co-funded by the COSME programme of the European Union under GA n.806912

February 12th 2019

Robin CAUDWELL

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

FASHION INDUSTRY TODAY

NEW PLAYERS	NEW CUSTOMER REQUIREMENTS	NEW BUSINESS MODELS
E-COMMERCE amazon FARFETCH YOOX NET-A-PORTER GROUP MATCHES FASHION.COM	TRANSPARENCY	EXPERIENCE DRIVEN
SOCIAL NETWORK 	IMMEDIACY	FASTER FASHION
FAST FASHION ZARA H&M boohoo MISSGUIDED		SUSTAINABLE DEVELOPMENT

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

INNOVATION IN TEXTILE

NEW FABRICS

- From Waste

- Lab Grown

IONCELL

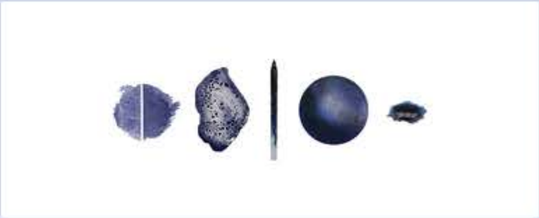
Modern Meadow

NEW FUNCTIONALITIES

HEATTECH
JAPAN TECHNOLOGY

NEW FINISHING PROCESSES

- Sustainable



- On-Demand

Limits TODAY :

- ➢ High Cost
- ➢ Low Demand
- ➢ Quality

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

INTERNET OF THINGS

FROM WEARABLE TECHNOLOGY TO SMART CLOTHING	NETWORKING PRODUCTION TOOLS	COLLECTING CUSTOMER DATA IN STORE

Limits TODAY :

- Clothing Care
- High Cost of Equipment

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

BLOCKCHAIN

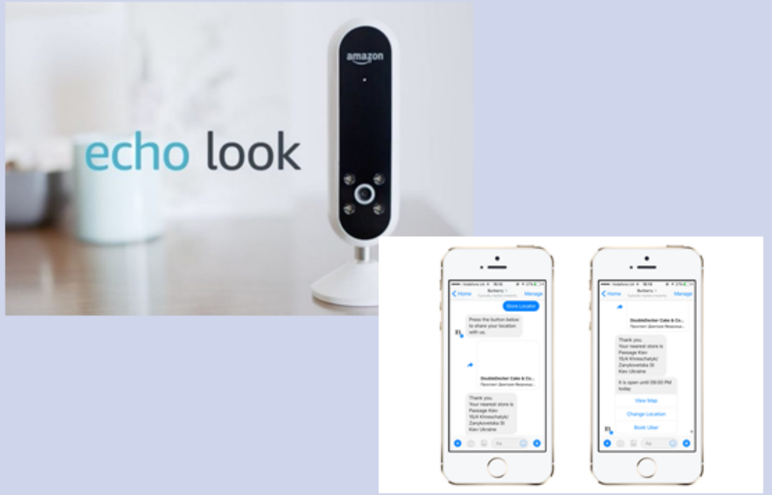
ANTI-COUNTERFEITING/COPY	TRACABILITY FOR SUSTAINABILITY	A JOURNEY THROUGH CLOTHING

Limits TODAY :

- Energy Consumption
- High Cost
- Revamp all Supply Chain

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

ARTIFICIAL INTELLIGENCE

TREND FORECASTING/ SUPPORT OF CREATION	DEMAND FORECASTING/ FLEXIBILITY OF PRODUCTION	PERSONALIZATION OF CUSTOMER EXPERIENCE
WGSN INstock IBM Watson	LAUNCH METRICS TAGWALK THE FASHION SEARCH ENGINE	

Limits TODAY :

- No Common Sens
- Huge Investment in Data Collection
- Privacy Policy

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

AUTOMATION AND 3D PRINTING

RESHORING PRODUCTION	ENHANCE CREATIVITY	SUPPORT SHOP ASSISTANT

Limits TODAY :

- Simple Products Only
- Comfort
- Legislation

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

AUGMENTED/VIRTUAL REALITY

COMPUTER AIDED DESIGN/ DIGITAL PROTOTYPING	IMMERSIVE BRAND EXPERIENCE/ VIRTUAL AMBASSADOR	ANOTHER STEP TOWARDS PHYGITAL RETAIL

Limits TODAY :

- Cost of Development
- Image Fluidity

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

HOW TO EMBRACE FASHION TECH ?

THROUGH EDUCATION	THROUGH COLLABORATION
institut FRANÇAIS de la MODE	

But first, Fashion Tech is a shift in mindset ! New Technology is not the ennemy, it only brings new tools which combine with craftmanship and operative efficiency to enhance creativity, to optimize production and to improve customer experience

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

Q&A

For any further information : robin.caudwell@fhcm.paris

FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

TECHNOLOGIES AND START-UPS IN FASHION INDUSTRY

FASHION TECHNOLOGY ACCELERATOR

GIUSY CANNONE

FASHION
TECHNOLOGY
ACCELERATOR
The leading accelerator in the fashion tech

OUTDOOR CONCEPT

FASHION TRENDS

DOES IT SOUND FAMILIAR?

A large quantity of data are available, those can enhance customers' experience as well as corporates performances

MARKET AND INDUSTRY TRENDS

SCALING PERSONAL SERVICE

PERSONALIZATION AT SCALE

KNOWING THE CONSUMER BEHAVIOR

ALIGNING SUPPLY AND DEMAND

SUPERIOR CUSTOMER SERVICE

REDUCING LEAD TIME

AUTOMATED COMMERCE

SOCIAL WAVE

MOBILE OBSESSION

DIGITAL SUPPLY CHAIN

SUSTAINABILITY AND TRANSPARENCY

PERSONALIZATION AT SCALE

Context is everything. Expectations of instant personalization and context relevance are key driver for *customer's attraction* and *retention*.

61% of shoppers **feel** more **positively** about a brand when the promotional outreach and marketing messages they receive are **personalized.**

65% of consumers are **more likely to buy** from a retailer if they are recognized, remembered and if they receive **relevant recommendations**.

54% of consumers **expect** to receive a **personalized discount** within 24 hours of making themselves known to a brand, and **71%** express **frustration** at **impersonal shopping experiences**.

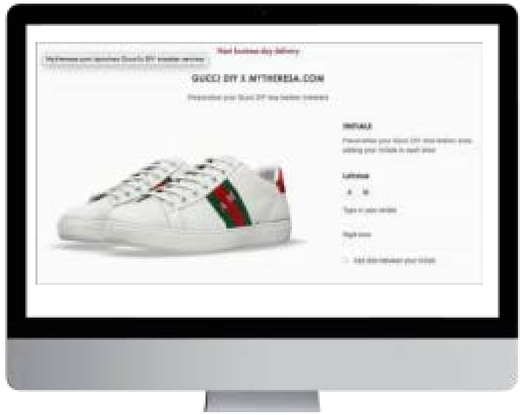
RELEVANT TECHNOLOGIES: **ARTIFICIAL INTELLINGENCE** **BIG DATA**

PERSONALIZATION AT SCALE

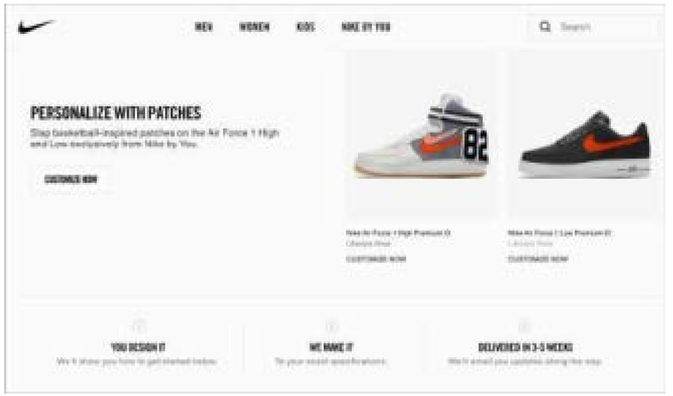
Stitch Fix: online styling service

Hebe-Studio: create tailored suits

Mytheresa.com opportunity to personalize Gucci trainers online.



Nike by You: opportunity to personalize Nikes shoes.



SUPERIOR CUSTOMER SERVICE

90% of shoppers say that a **convenient return** policy and **free shipping** are the **most important features** during their online luxury experience.

51s The average **time** for customer service's **first response** that **dropped** by 5s (9.1%) from 2016 to 2017.*

59% of the customers said a **bad experience** caused them to stop buying from a company.

RELEVANT TECHNOLOGIES: **ARTIFICIAL INTELLINGENCE** **AUTOMATION**

* https://www.livechatinc.com/livechat-resources/customer-service-report-2018

SUPERIOR CUSTOMER SERVICE

Syte AI: Visual recognition for customers to ask what they want to retailers

Brands as **Adidas** to **Ralph Lauren** are turning to secret apps for VIP customers

Harper Concierge: Home-try plus personal stylist system

Hogo Boss & **Uber:** Door-to-door on demand service

AUTOMATED COMMERCE

Assisted commerce: Consumers expect retail experiences as an interaction with a «**genie from a lamp**», called forth from a smartphone.

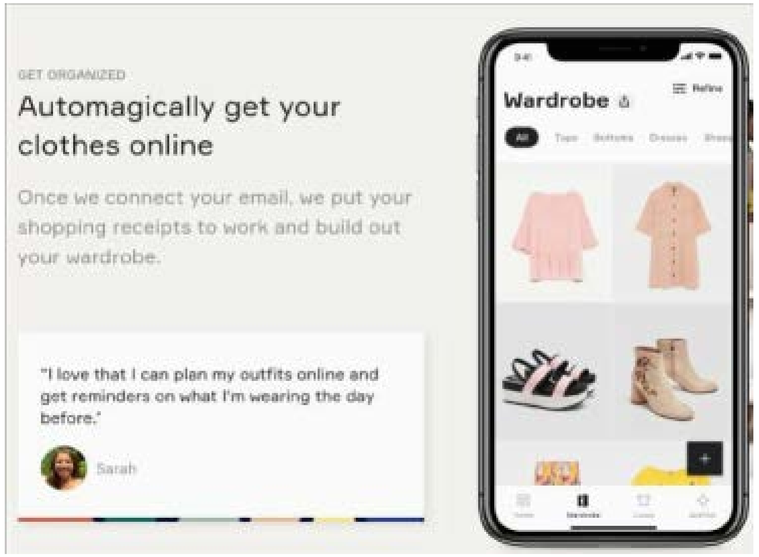
Shoppers will embrace the **outsourcing** of certain **retail experiences** to **algorithms** and **smart devices**. That means the automation of hunting, negotiating, purchasing, delivery arrangements and more.

RELEVANT TECHNOLOGIES: **ARTIFICIAL INTELLINGENCE** **BIG DATA**

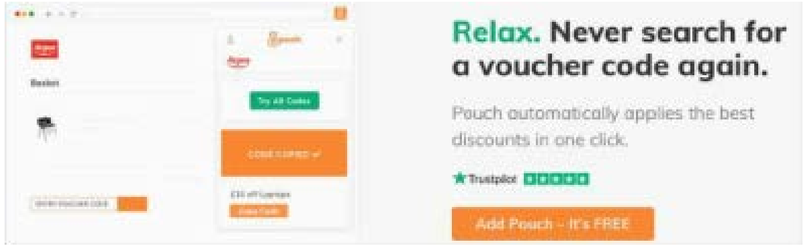
*https://trendwatching.com/quarterly/2018-05/the-future-of-retail/

AUTOMATED COMMERCE

Finery creates a personal wardrobe



Pouch automatically displays the best voucher codes.



WeVat is an app for tax refund process

SOCIAL WAVE

75% of **luxury purchases** are influenced by what consumers see, do and hear **online**.

71% of consumers who have had a good **social media service experience** with a brand are likely to recommend it to others.

84% of brands will integrate an element of **influencer marketing** as part of their plans in 2018. The two industries that partner with Instagram influencers the most are **fashion and accessories.**

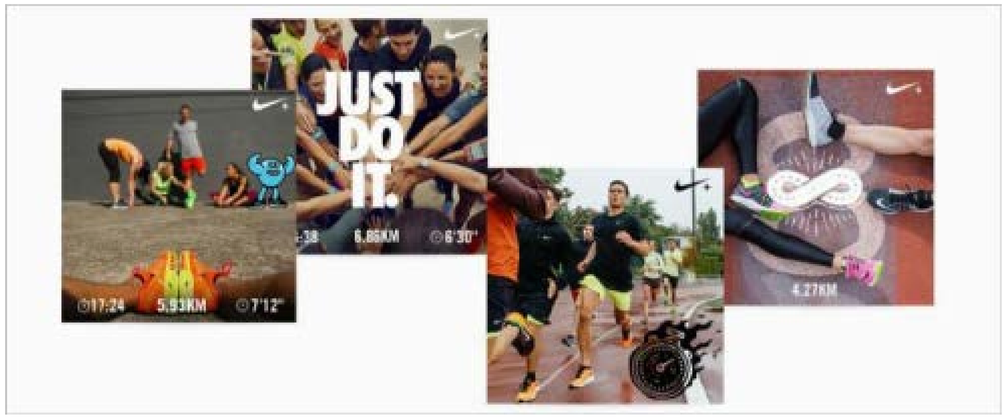
RELEVANT TECHNOLOGIES: **SOCIAL MEDIA PLATFORMS** **MOBILE APP**

SOCIAL WAVE

Flytrendy, brands meets influencers

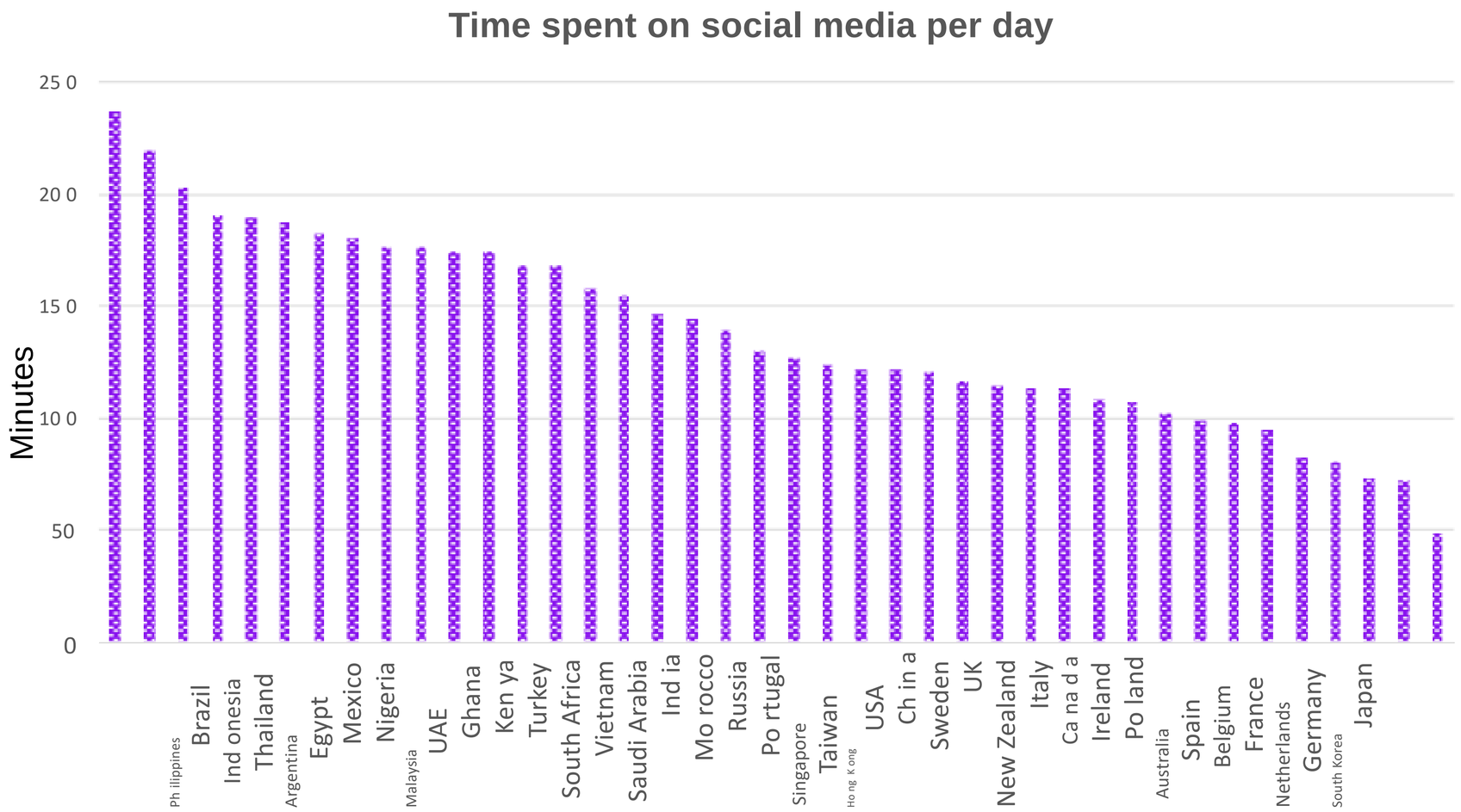
To m m y Hilfiger introduced **To m m y Jeans XPLORE**, with "smart chip technology," paired with an app, it will track users and reward them.

The app **Nike+ Run Club** lets users share contents directly on other social apps



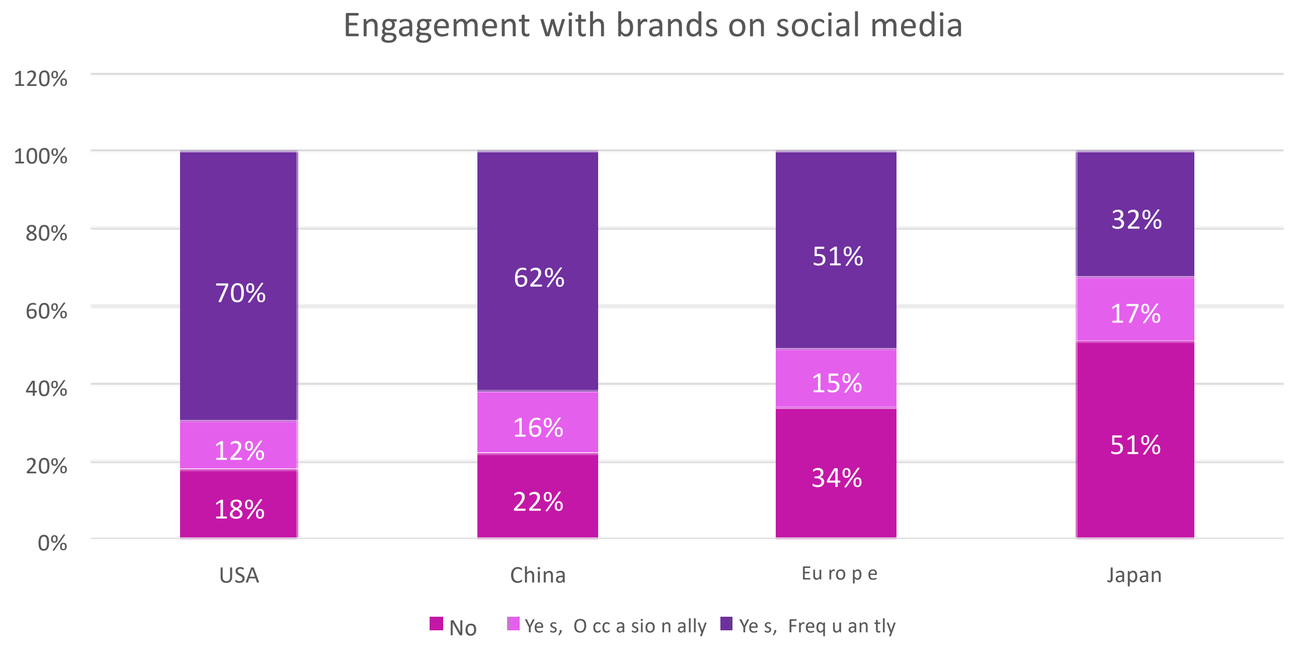
Askourt is a social-based consulting platform

SOCIAL WAVE



**Source 2018 Global Digital suite of reports from We are Social and Hootsuite*

SOCIAL WAVE



* BCG, True luxury consumptions. 2017

MOBILE OBSESSION

>50% of e-commerce is done by **smartphone** or **tablet** in **Japan** and **South Korea**. In **China**, more than **80%** of online shopping is done on mobile.

Adoption in **Europe** and the **US** has been slower – only about **15%** of smartphone owners use **mobile payment technologies** to pay for purchases.

Mobile e-commerce sales accounted for **34.5%** of total e-commerce sales in 2017 and it is expected to account for **54%** of total e-commerce sales in 2021.

About **89%** of retailers plan to provide **mobile solutions** in the hands of their **store associates** over the next three years**

RELEVANT TECHNOLOGIES: **MOBILE APP**

* STATE OF FASHION 2018. McKinsey
** www.retaildive.com (April 2017)

MOBILE OBSESSION

Valentino Mobile APP for Sales Assistant: allows to manage personalized relationship with customers

With **Aifi** customers can pay with their mobile without scanning items. They just have to put what they need in the cart.

DIGITAL SUPPLY CHAIN

When it comes to enterprise supply chain data, **machine learning** offers enormous potential to accelerate business insight discovery. It can help integrate data from external partners, automate internal data classification and surface subtle patterns that might otherwise be missed.

While **94%** of supply chain leaders say that **digital transformation** will fundamentally change supply chains in 2018, only **44%** have a strategy ready.

By the end of 2020, **one-third of all manufacturing supply chains** will be using analytics-driven cognitive capabilities, thus increasing cost efficiency by **10%** and service performance by **5%.**

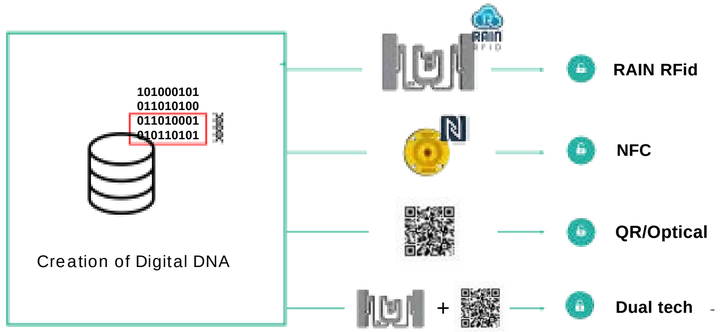
RELEVANT TECHNOLOGIES: MACHINE LEARNING INTERNET OF THINGS

* Digital supply chain: it’s all about the data. EY

DIGITAL SUPPLY CHAIN

Digital DNA Generation

Use Case



1TrueID: a distributed and secure system to create and control items' identity using blockchain.

Rain tag UHF with TID related to 1trueid Digita DNA

VALENTINO CASE

Neuralya: End-to-end Customer Experience analytics. By applying neuroscience and behavioral analysis principles, it uses tech to measure people's reactions in the physical store.

Predit: helps make smarter decisions in product development by maximizing product appeal, reducing risk and costs of unsuccessful products.

SUSTAINABILITY AND TRACEABILITY

“**Sustainability** will evolve from being a menu of marketing-focused CSR initiatives to an integral part of the planning system”.*

42% of 100 fashion brands interviewed in 2017 declare they are disclosing supplier information.**

66% of global millenials are willing to spend more on brands that are sustainable.

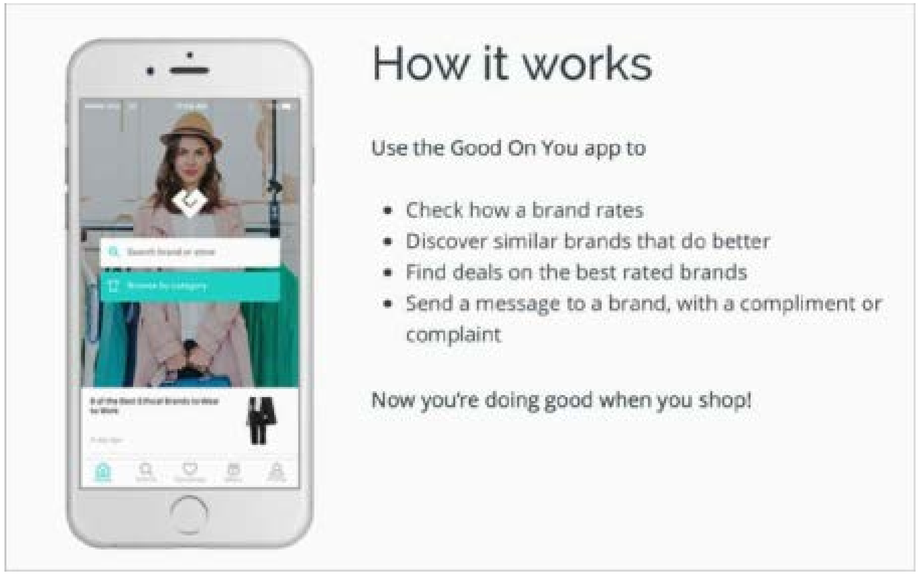
“In sum, 2018 will bring to fruition the **next level of sustainability** and offer the potential of a competitive advantage for fashion companies who embrace it fully”.*

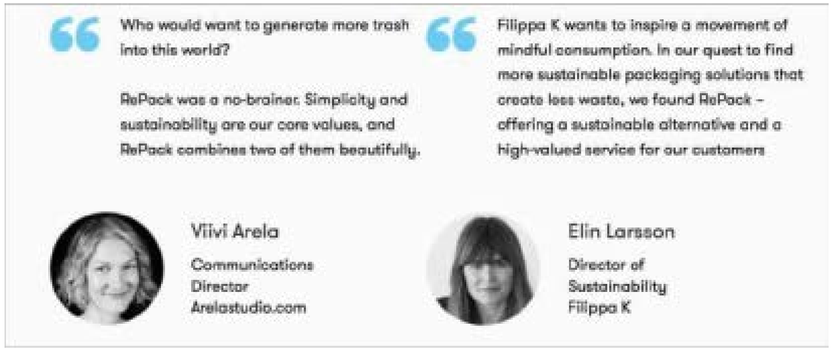
* STATE OF FASHION 2018. McKinsey

**Sarah Ditty, “Transparency is trending”, Fashion Revolution, June 2017, http://fashionrevolution.org/transparency-is-trending

SUSTAINABILITY AND TRACEABILITY

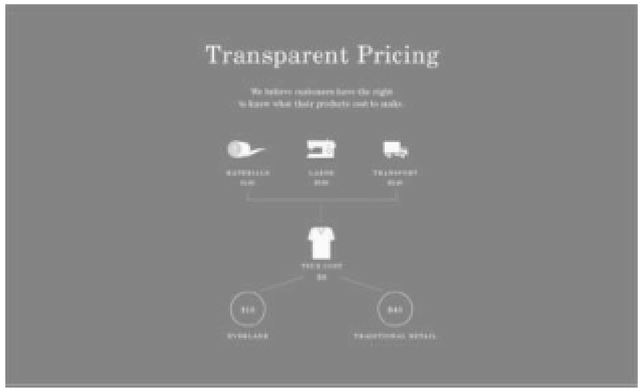
The **Good On You** app is a source of ratings, information, offers and news about ethical and sustainable fashion.





RePack is a reusable and returnable service with a reward system for sustainable behavior.

Everlane is a direct to consumers brands that is betting on Price Tranparency.



A large quantity of data are available, those can enhance customers' experience as well as corporates performances

MARKET AND INDUSTRY TRENDS

SCALING PERSONAL SERVICE

PERSONALIZATION AT SCALE

KNOWING THE CONSUMER BEHAVIOR

ALIGNING SUPPLY AND DEMAND

SUPERIOR CUSTOMER SERVICE

REDUCING LEAD TIME

AUTOMATED COMMERCE

SOCIAL WAVE

MOBILE OBSESSION

DIGITAL SUPPLY CHAIN

SUSTAINABILITY AND TRANSPARENCY

FASHION
TECHNOLOGY
ACCELERATOR
Visit us: www.ftaccelerator.it

INTELLECTUAL PROPERTY MANAGEMENT

JACOBACCI

PAOLA GELATO

DeFINE Paris - Developing a Fashion-tech Innovation Network for Europe

Intellectual Property Management

Paris, 12 February 2019

Mrs. Paola Gelato – Partner - Studio Legale Jacobacci & Associati

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

EUROPE and ITALY
Different levels of protection

- ✓ **COPYRIGHT** = **Creation** → duration 70 years after the author's death → securing creation date

- ✓ **DESIGN** →
  - Registered → **25 years**
  - Not registered → **3 years**

- ✓ **TRADEMARK** →
  - Registered = **10 years + renewal**
  - Not registered

- ✓ **PATENTS = 20 years**

- ✓ **KNOW-HOW** and **TRADE SECRETS: NO REGISTRATION**

- ✓ **UNFAIR COMPETITION** → complementary tool with respect to IP protection

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

Protecting a creation through a trademark

Different kinds of trademarks

- Verbal / Figurative / 3D trademark / Colour and positioning trademark / Simple and complex trademark

1 **WORD**

LACOSTE

2 **DRAWINGS**

3 **LETTERS**

4 **NUMBERS**

N°5 CHANEL PARIS

5 **SOUNDS**

6 **SHAPE OF THE PRODUCT**

7 **COMBINATION**

LOGO

8 **COLOURS**

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI AVVOCATI · AVOCATS À LA COUR · ABOGADOS

Different recognized levels of protection

- ✓ Example - protecting Karl Lagerfeld figurative trademark – Court of Venice 5/10/2016 → recognized infringement and seizure of infringing goods and accountancy books

Fendi model

Infringement

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Different recognized levels of protection - Shape trademarks -

- ✓ Example - the "**Classic Bag" Balenciaga** = recognized trademark protection – Court of Venice 15/3/2013 – well known trademark for the formal, fancy characteristics

City Model, N. T020050001307
Italian trademark (shape trademark)

- ✓ Example - the **Ferragamo hook** = well-known 3D trademark - recognized protection by the Milan Court 3/5/2016 – Ferragamo ./. DC Brands

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

NOTION AND FUNCTION OF A TRADEMARK

- ✓ **Distinctiveness** → identifying the source of origin
- ✓ **Weak and strong distinctive character** in relation to the degree of **originality** of the brand, with respect to **goods / services** covered (more extended protection for strong trademarks)

MAX&Co.

(ex. Strong trademark)

(ex. Weak trademark - descriptive)

New European Certification Trademark (EUIPO Guidelines)
Art. 74 – EU Regulation 2015/2424

- ✓ **Protection of the guaranty function of the brand** in relation to **materials / manufacturing process / quality**

- ex.: Italian collective trademark n. MI1983C02194

- Ex.: European figurative trademark n. 1233250

Oeko-Tex

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

Fashion and patronymic brands (name of a designer signing his creations)

- ✓ The **Fiorucci saga** → **Italian Supreme Court ruling of 24/5/2017 n. 12995** –use of **a surname coinciding with a trademark contrary to honest practices** - link with the creators' trademark – EU Court of Justice 5/7/2011 C 263/09 –

Love Therapy by Fiorucci

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

REFORM TRADEMARK LAW – EU REGULATION 1001/2017

- ✓ Opened possibility for the registration of **non-traditional** trademarks (colour, positioning, or shape trademarks)
- ✓ Ex.: **Adidas** shoes and stripes decorations

- ✓ Ex.: **Levis** pocket and red tag

Pure positioning trademarks

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

COLOUR AND POSITIONING TRADEMARKS

- ✓ Court of Venice 1/09/2018 – recognized infringement of the **well-known EU trademark** n. 008845539, claiming the red colour, confirming **EU Court of Justice C 163/16 of 16/6/2018**

Christian Louboutin

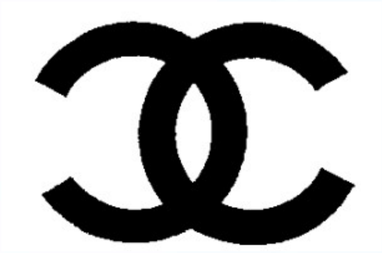
counterfeited shoe

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

The risk of confusion

- ✓ Art. 5 of EU Harmonisation Directive – **Puma ./. Sabel** – CJE (C-251/95)
- ✓ The pertinent factors
  - **Phonetic / visual / graphic / conceptual similarity** of the signs
    And
  - **Identity / similarity of goods** / services characterized by the trademarks in comparison

  → **synthetic judgement** / dominant **distinctive elements**
- ✓ ex. **Penny Black / Penny Silvan – confusion and infringement assessed** – Court of Naples 29/4/2005
- ✓ ex. assessed i**nfringement of Chanel** international trademark – Court of Florence 26/1/2016



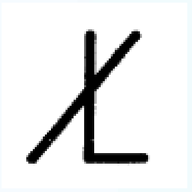
Chanel trademark

Infringing trademark

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Well known trademarks

- Court of Justice 14/9/97 – C 375/97 – Extended protection, **independently from the claimed classes of goods / services**
- **Knowledge – territory – investments**
- **Conditions for the status of the well-known trademark**: ex Court of Turin, 26/11/2007 Louis Vuitton ./. Il Mondo s.r.l.



- **Brand's communication power**: exploitation
- ex.: Bulgari ≠ **Brigitta Bulgari** (**porno star**) – Court of Milan 16/1/2009 –

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

PARODY – Banned as a form of trademark infringement

- **Undue advantage taken from the reputation of a well-known trademark – no artistic expression justification ≠ but commercial use** of the sign
- Open letter to European Commission by **Chanel**
- Case **Diesel / Porco Diesel**– Court of Turin 9/3/2006
- Court of Milan 2/12/2014 – **Dom Pérignon** figurative trademark reproduced on t-shirts

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

DESIGN

- Protection of the external appearance of a product, of the **whole or a part of it** resulting from the features of, in particular ...the lines, contours, colours, shape, texture and/or materials of the product itself and /or its ornamentation

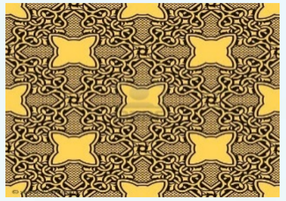
Contour

Colour

Line

Shape

Texture



Ornamentation

Material

- The expression design (two-dimensional or three-dimensional) refers only to the ornamental or aesthetic aspect of a product and does **not** relate to his **technical or functional character**.

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Individual character assessment and design infringement judgement

- Assessment of **individual character** - EU Guidelines and case-law, also followed by Italian Courts – **H&M decision ./. Euipo** – T 525/13 – T 526/13 of 10/9/2015

- **Field of the referenced products** to which the design refers

- **The informed user of this kind of products** and his knowledge of the prior art

- **The degree of liberty of the creator** in the realization of the relevant design, in view of the field of interest and its crowding character

- The **comparison** of the interested **original design** and the **infringing product**, in view of the above conditions → **general impression**

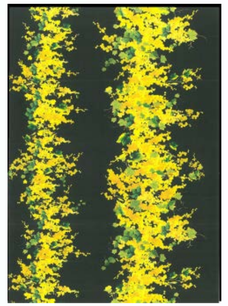
PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

Example of infringement of registered design

Court of Turin 25/06/2012 –Blufin/Organizzazione Grimaldi case

Synthetic evaluation and overall impression: the models called "Flower and lines", “Marked trails" and "Daisies" by Blufin have **been imitated and copied** by Organizzazione Grimaldi in the following models:



original

v.

original

v.

Infringement assessed

CASE STUDY ON UNREGISTERED DESIGN

The Rose Flamingo: Court of Bologna 16/7/2008 – date of creation of the design – ***Enveloppe Soleau*** filed in France – **infringement of the flamingo decoration** of Jean Paul Gaultier

The Rose Flamingo «classic»

Non registered design of JPG

Counterfeited

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

CASE STUDY ON UNREGISTERED DESIGN

Another example of **broad protection** granted by Italian Courts to **non-registered design** – **Diesel ./. Zara case** – Milan Court 4/3/2016

Orignal model

Counterfeited

Pan European Injunction granted

Imitation of the design, consisting in the different zip put on the sides of the jeans

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Another more recent example of unregistered design

- Recognition of the validity of Louboutin's unregistered design – **infringement assessment** with a **cross-border effect** in all the countries of EU, following art. 90, III paragraph, EU Reg. 6/02 - **Court of Milan 31/10/2018** – Christian Louboutin ./. Renzi

GIANNI RENZI	CHRISTIAN LOUBOUTIN
	KALEIKITA Spring Summer 2017 collection

Cumulated protection: copyright and design

- **Creative work** = original = **personal interpretation** of a pattern
- **Artistic value**: **(i) collective recognition** of the value of a work, ex. exhibition in a museum and **(ii)** communication of an emotion
- **Example**: the **Moon Boot case** – Tecnica ./. Anniel s.r.l. - Court of Milan, 12/7/2016
- **Individual character of the Moon Boots** design and **originality** → double protection granted: **design and copyright**

Moon Boots Original

Anouk counterfeiting

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

COPYRIGHT AND UNFAIR COMPETITION

Fendi case – infringing textile – orchid textile – **recognized slavish copy and copyright infringement on orchid decoration**

Fendi orchid textile

counterfeiting

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

DESIGNER / COMPANY: CONTRACTUAL RELATIONSHIP

- ✓ **Patrimonial rights** → to the company
- ✓ **Moral rights** → to the designer
- ✓ **Designer's name quotation**
- ✓ **Royalties due** to the designer **3% - 7 %**

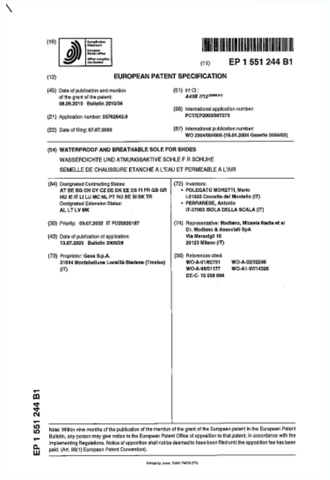
- ✓ **Exclusivity**
- ✓ **Non competing clause**
- ✓ **Integrity of the designer's work**

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Patent ≡ novelty – inventive step – industrial application

Product Patent

Ex.: Geox European patent – waterproof & breathable sole for shoes

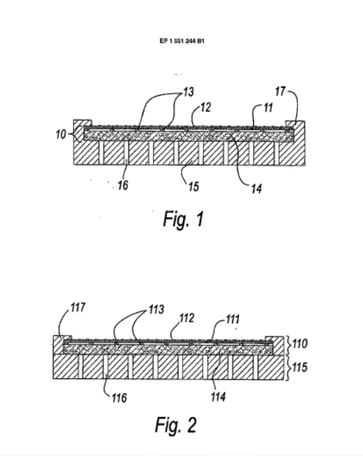

EP 1 551 244 B1

EUROPEAN PATENT SPECIFICATION

(54) WATERPROOF AND BREATHABLE SOLE FOR SHOES

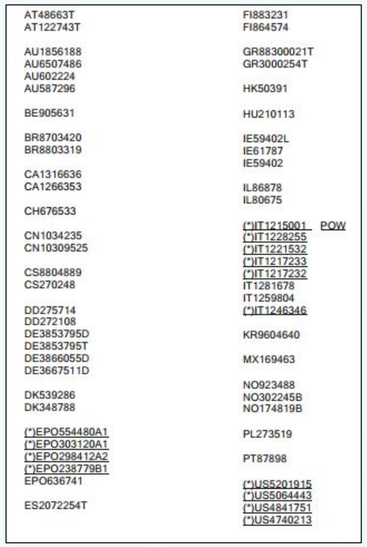
WASSERDICHTE UND ATMUNGSAKTIVE SOHLE F R SCHUHE

SEMELLE DE CHAUSSURE ETANCHE A L'EAU ET PERMEABLE A L'AIR



Proceedings patent

Ex.: Italian patent n. 1215001 – patent family claiming proceedings and equipments for decorating textiles and articles of clothing in an uniform way – **dry bleaching proceeding**


AT48663T
AT122743T

AU1856188
AU6507486
AU602224
AU587296

BE905631

BR8703420
BR8803319

CA1316636
CA1266353

CH676533

CN1034235
CN10309525

CS8804889
CS270248

DD275714
DD272108
DE3853795D
DE3853795T
DE3866055D
DE3667511D

DK539286
DK348788

(*)EPO554480A1
(*)EPO303120A1
(*)EPO298412A2
(*)EPO238779B1
EPO636741

ES2072254T

FI883231
FI864574

GR88300021T
GR3000254T

HK50391

HU210113

IE59402L
IE61787
IE59402

IL86878
IL80675

(*)IT1215001 POW
(*)IT1228255
(*)IT1221532
(*)IT1217233
(*)IT1217232
IT1281678
IT1259804
(*)IT1246346

KR9604640

MX169463

NO923488
NO302245B
NO174819B

PL273519

PT87898

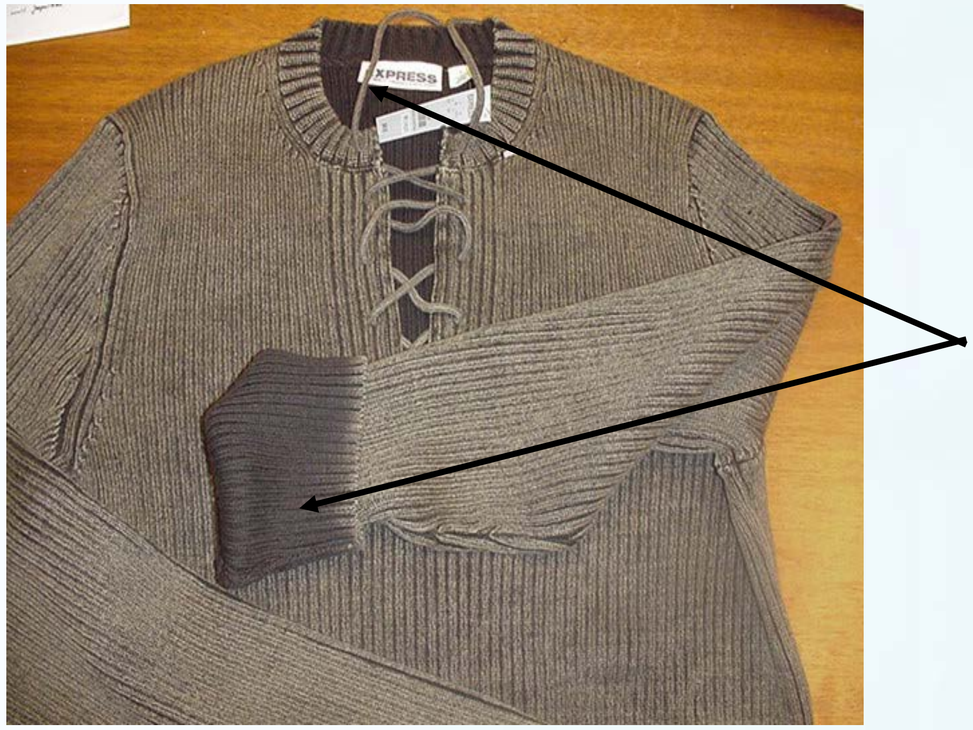
(*)US5201915
(*)US5064443
(*)US4841751
(*)US4740213

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

CASE STUDY

The internal part of the sweater is not bleached. This means that the sweater has been subjected to a dry bleaching process. Only the external parts of the clothing are bleached. The decoloration within a water bath would have bleached uniformly both the internal and the external parts of the sweater



PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

CASE STUDY

- ✓ Milan Court **14/1/2016 - Max Mara,** owner of an Italian patent, filed in 2010 (n. IT'348) so called "**Perfect Fit**" concerning a back pocket on a pair of jeans and a method for cutting and sewing it, sued a Germany company for its infringing model named "**Backup**". Max Mara's patent, **valid, inventive and infringed**

The Perfect Fit application →

← ***The Patent***

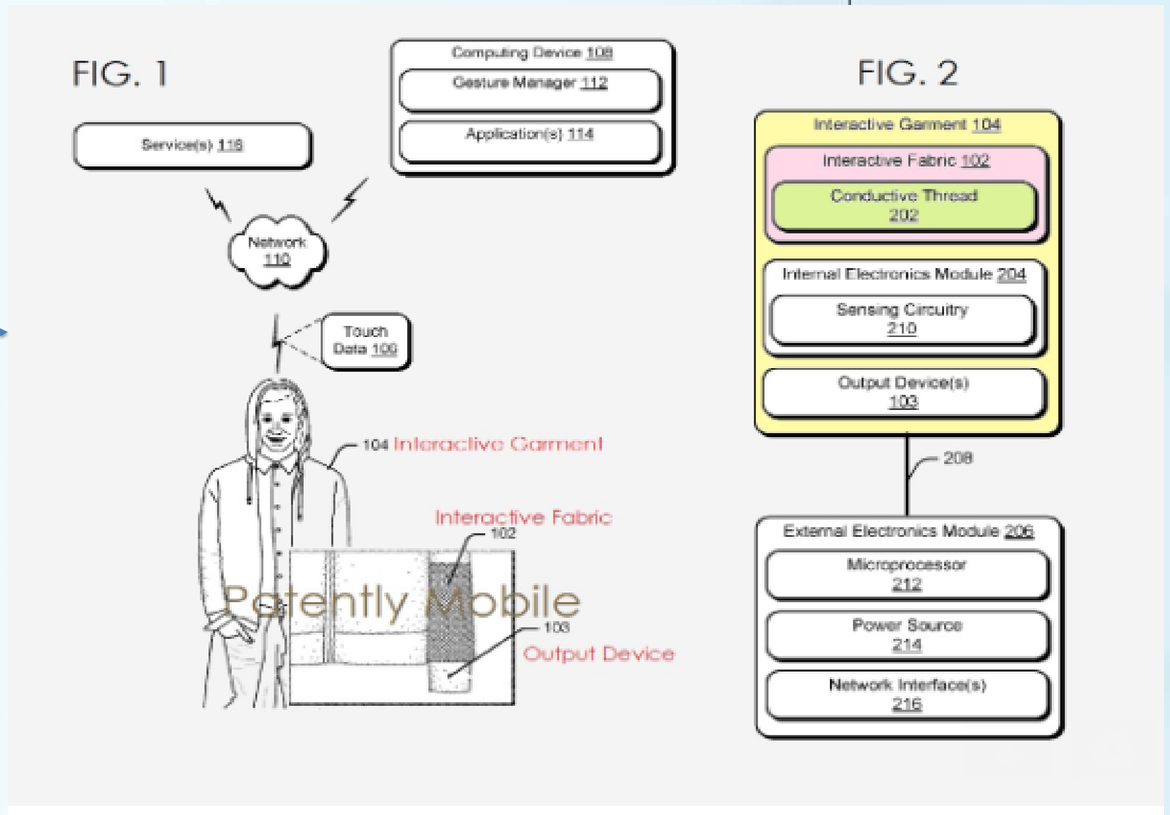
PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

THE “INTELLIGENT TEXTILE”

- ✓ Mainly protected by Patents, consisting in electronic circuits and communicating systems the so called “**interactive materials for garments**”.

- ✓ For instance, Google has invented a **gesture control system for future smart interactive textile / garments**. To this end, Google filed US patent application n. 2016/0283101/A1 claiming: techniques using an interactive fabric which is configured to sense user interactions in the form of single, or multi-touch input (e.g. **Gestures**). The interactive fabric may be integrated into a **wearable interactive garment coupled via wired**, or wireless connection, to a gesture manager. This **device can also be applied on bags, or other accessories**.

- ✓ Another example of “**intelligent patented textile**” is given by the “**Polartec**” fabric protected under EU patent EP 1 665 945 A1 for **more modern and innovative Polartec Polar fleece**



PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

The protection of creative know-how – different kinds of know-how

- **Industrial know-how** – technical knowledge applicable to a **manufacturing process**

- **Commercial know-how** – knowledge and experiences connected to an **efficient management** of a firm

Technological know-how – secret info, attributing a competition advantage having an **economic value** – **examples**: design / prototype / manufacturing process

Promotional know-how – clients lists / marketing information / business plans / price information

Strategic know-how

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

JACOBACCI
AVVOCATI • AVOCATS A LA COUR • ABOGADOS

Definition of “Trade Secrets” following EU Dir. 943/2016

- **Commercial secrets, technical and industrial info** under the control of the relevant owner

- **To be secret:** these info shall **not being** generally known to the people dealing with this kind of info and **not** being easily accessible. The info shall have **commercial and economic value, being secret** and reasonable steps shall be taken → to keep the information secret – need of **protective programs** in the undertaking
- **Example of “trade secrets” in the fashion industry**:

➢ exploitation of flower’s petal for the realization of tissues and/or for the finishing of clothing articles and/or accessories

➢ **Flower drying process** depending on crescent, or not moon, at a certain temperature, with the use of **fish gelatin**

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Non-disclosure Agreements

- To be made also **between the company and the designer/ supplier,** for protecting **trade secrets** from any **misappropriating risk**

- **Important clauses:**

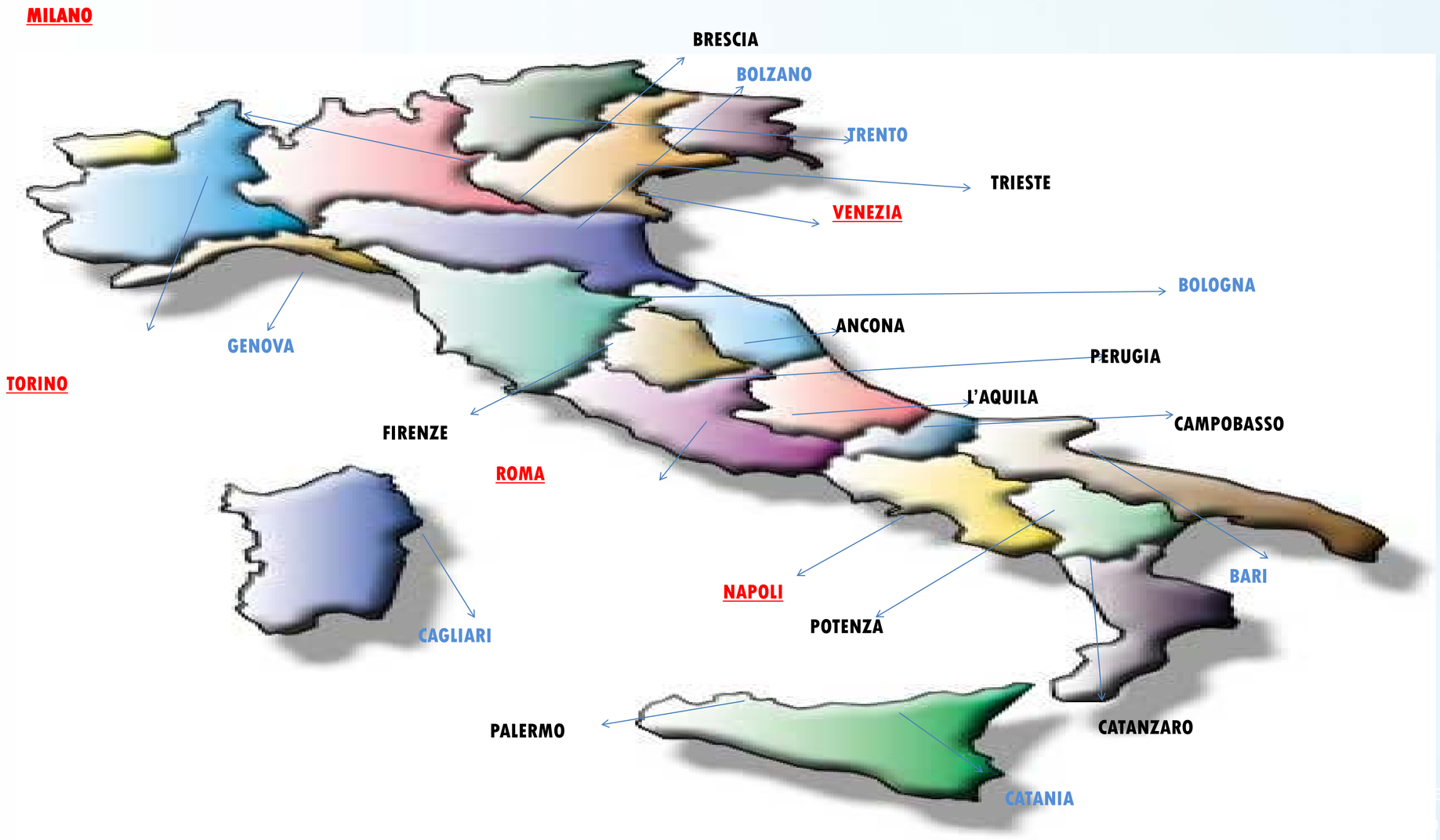
✓ Precise indication of the **use purpose of the confidential information**
✓ Identification **of confidential information**
✓ **Duration of the agreement**
✓ **Non competing clause**
✓ **Penalties** in case of **non compliance**
✓ Applicable **law and competent Court**

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

Fighting against infringement and parasitism

In Italy - : 22 Specialized Courts – 11 for foreign companies litigating in Italy

Competence: the defendant's **place of business** or the place **where the infringement is committed**



Urgent proceedings

For securing evidence of the tort - different level of effectiveness

- **DESCRIPTION** (only samples to be taken)
- **SEIZURE** (seizure all the products and also of the accountancy books)

- **PRELIMINARY INJUNCTION** (to stop the unlawful activity and set penalties for any new breach of the order)

REQUIREMENTS:

- *Prima facie* existence of a good title (= *fumus boni iuris)*
- **Risk of an irreparable prejudice** (= *periculum in mora)* –**Deadline for acting → 1 – 3 months** from the tort's assessment / discovery
- **Action on the merits** – **damages award** – Publication of the decision

PAOLA GELATO / PARTNER
PGELATO@JACOBACCI-LAW.COM

PRESENTATION OF WEARABLE LAB STARTS-UPS AND OTHER PARTICIPANTS

PREMIERE VISION

MARGUERITE COIRATON

WEARABLE [LAB] PV

WEARABLE LAB III

THE AUGMENTED HUMAN

17
EXHIBITORS

SKILLS²
A UNIQUE EXHIBITION

ROUND-TABLE,
KEYNOTES,
MASTERCLASS

EXPLORE
THE FASHION
TECH
POTENTIAL,
ENHANCE
YOUR
FUTURE
COLLECTIONS

CLOUD OF FASHION
PREMIÈREVISION
PARIS

WEARABLE [LAB] PV

SMART MATERIALS

37.5® COCONA NATURAL TECHNOLOGIES

37.5® Cocona, technology for comfort

PROTOTYPES & LABS

AITEX INSTITUTO TECNOLOGICO TEXTIL

Aitex, the reference for intelligent textiles

SMART MATERIALS

CRY BY JRC REFLEX

CRY by JRC Reflex, the reflecting yarn

INNOVATIVE TECH

DE RIGUEUR LAB

De Rigueur Lab, a pioneer in technological fashion

INNOVATIVE TECH

EUVEKA

Euveka, the evolutionary connected mannequin

SMART MATERIALS

INDUO

Induo, stain-resistant fabrics

WEARABLE [LAB] PV

INNOVATIVE TECH

KC TEXTIL

KC Textil, the technological garment

SMART MATERIALS

KYORENE® GRAPHENE FIBER & YARN

Kyorene® Graphene Fiber & Yarn,
taking technical textiles to the next level

SMART MATERIALS

MADEIRA GARNFABRIK

Madeira, the 2.0 embroidery

SMART MATERIALS

PYRATES SMART FABRICS

Pyrates Smart Fabrics, natural, sustainable
and functional textiles

INNOVATIVE TECH

SATAB

Satab, the reference in narrow textiles

INNOVATIVE TECH

SHIELDTAGS

Shieldtags, fighting counterfeiting with innovation

WEARABLE[LAB]PV

SMART MATERIALS

SNT

SNT, optical fibres for enhanced fashion

PROTOTYPES & LABS

UP-TEX

Up-Tex, a guide towards innovation

SMART MATERIALS

UNITEX

Unitex, putting the shine in fashion

INNOVATIVE TECH

VERISIUM BY KASPERSKY LAB

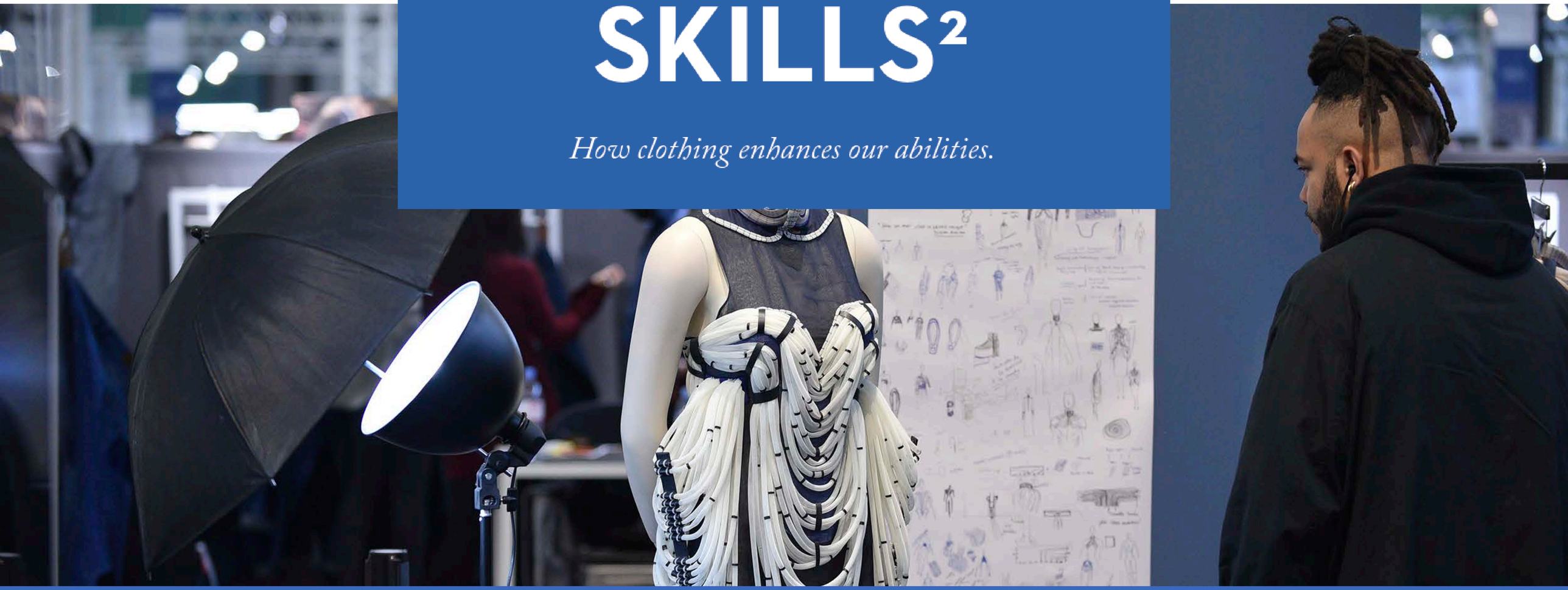
Verisium, anti-RFID and authentication

WEARABLE [LAB] PV

Discover a unique exhibition

SKILLS²

How clothing enhances our abilities.



CLOUD OF FASHION
PREMIÈREVISION
PARIS

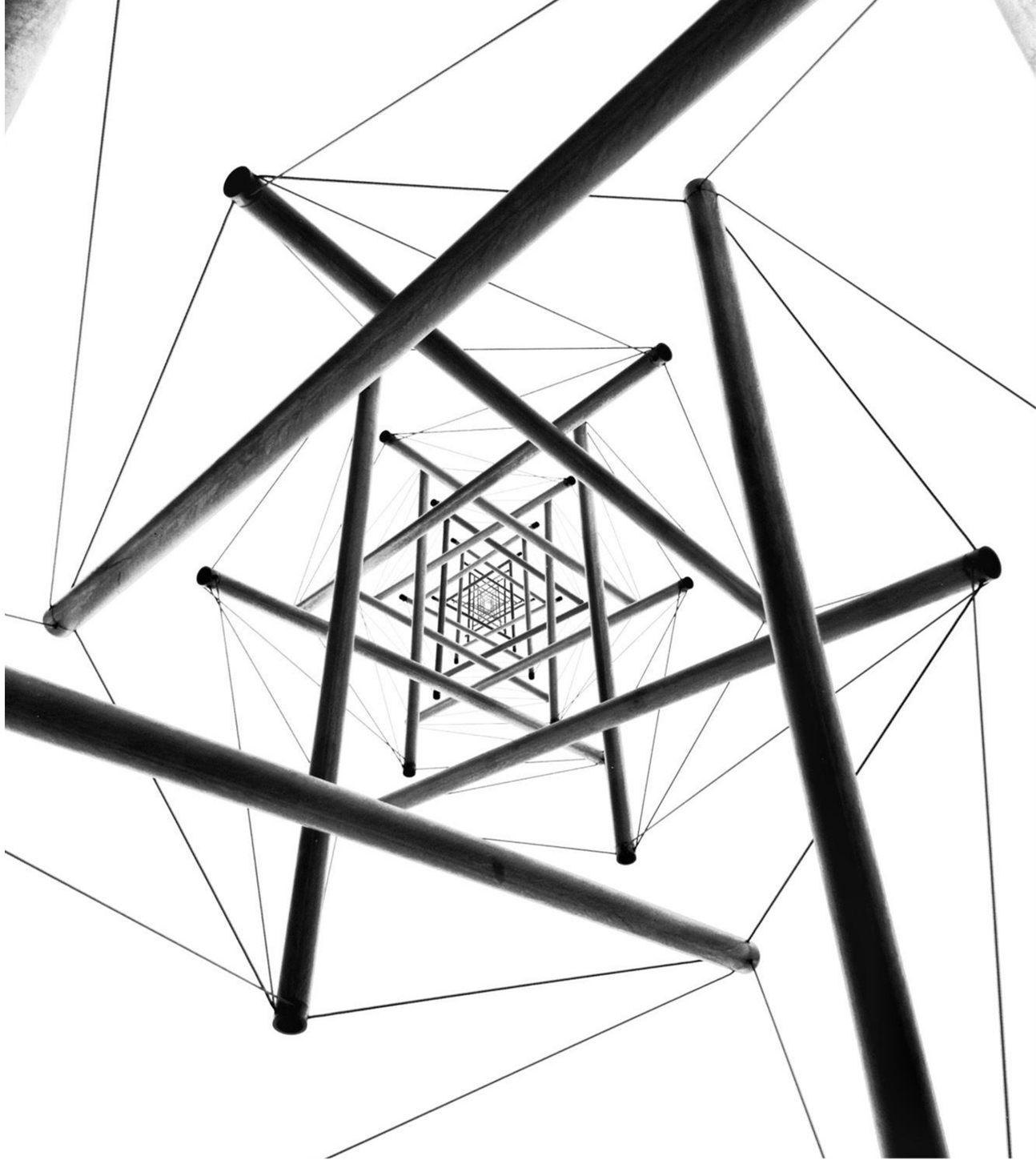
AI IN CUSTOMER-BRAND RELATIONSHIPS

GOOGLE FRANCE

ALICIA BIRR

Is artificial intelligence opening a new space time for fashion ?

Alicia Birr
Head of strategic planning
Google France



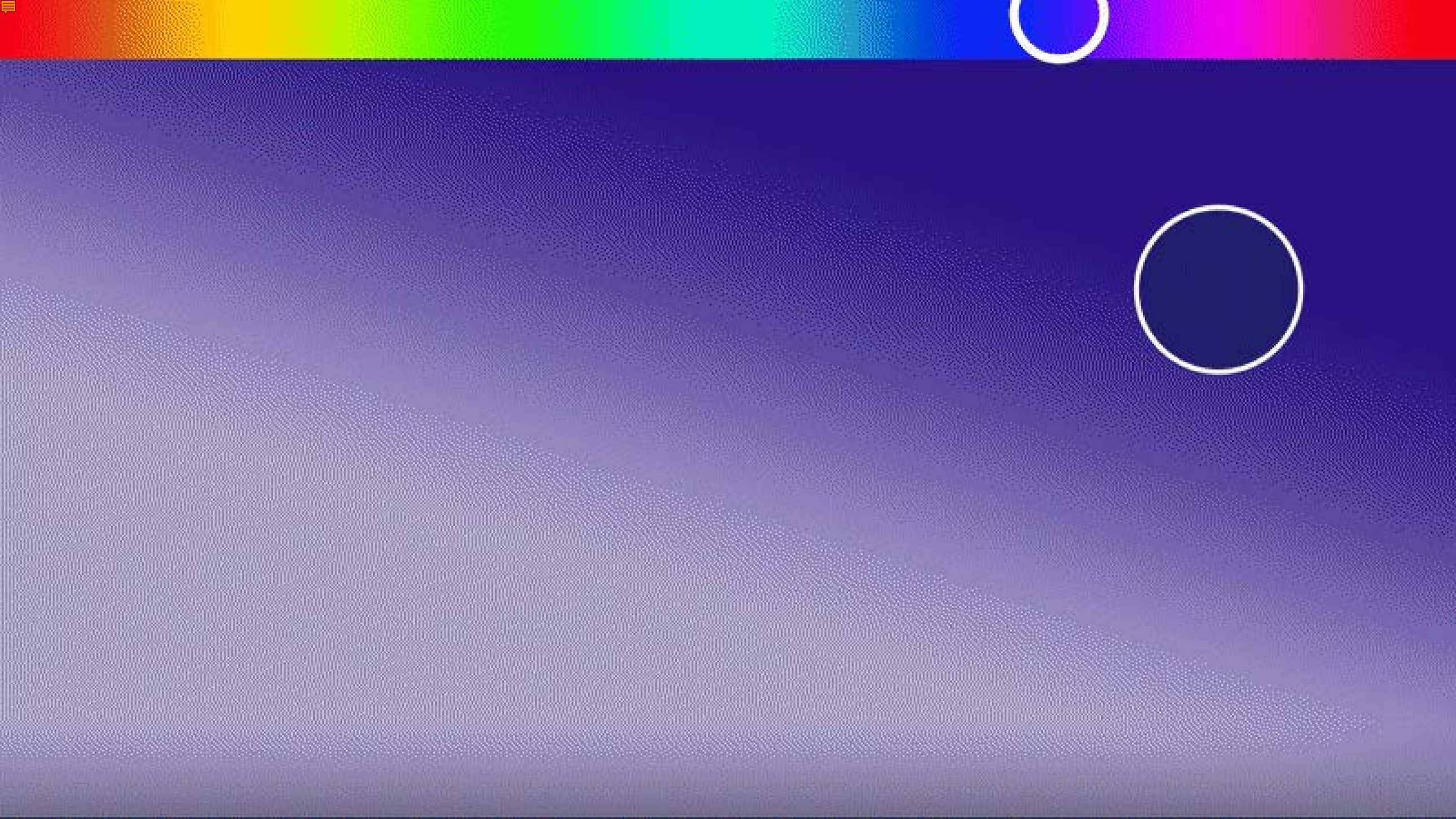
Artificial Intelligence is the broader concept of machines being able to carry out tasks in a way that we would consider “smart”.

And,

Machine Learning is a current application of AI based around the idea that we should really just be able to give machines access to data and let them learn for themselves.

A **Neural Network** is a computer system designed to work by classifying information in the same way a human brain does. It can be taught to recognize, for example, images, and classify them according to elements they contain.

The idea of fashion



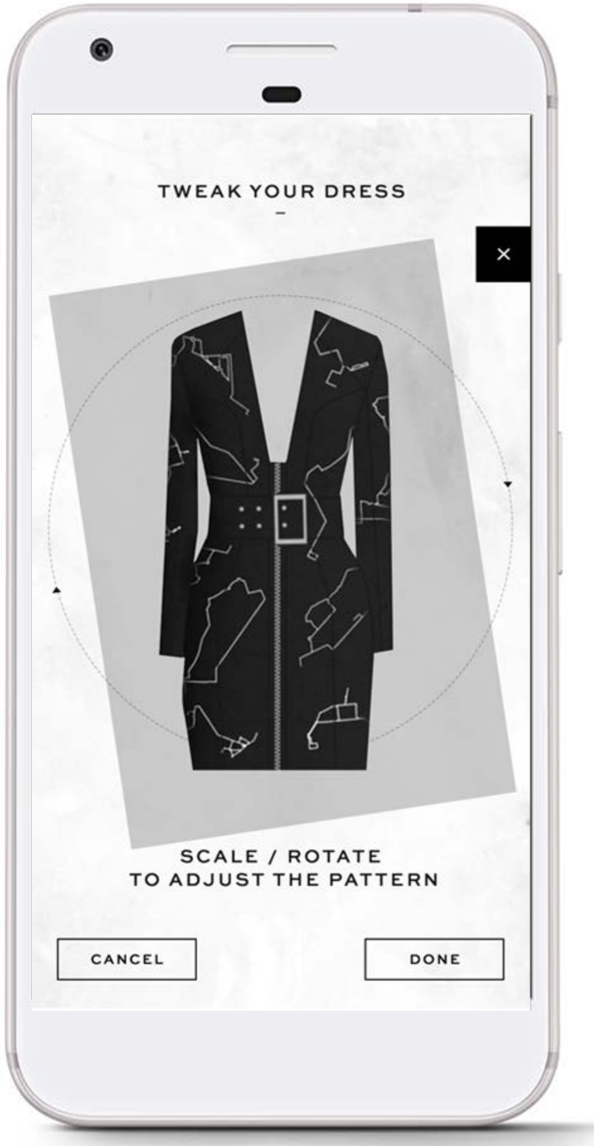
SELL

The fashion **object**

data, a new thread to weave

experimenting
design by signal

données d’affinités culturelles



données individuelles

a thread to create new interfaces

Levi's®
COMMUTER™
JACQUARD™
by Google

Bespoke experiences
without bespoke design.

Experiencing fashion

access information
with your camera

Google Lens
SIMILAR PRODUCTS
Illesteva Leonard II...
$240.00 · 5+ stores
Leonard II Sunglasses -...

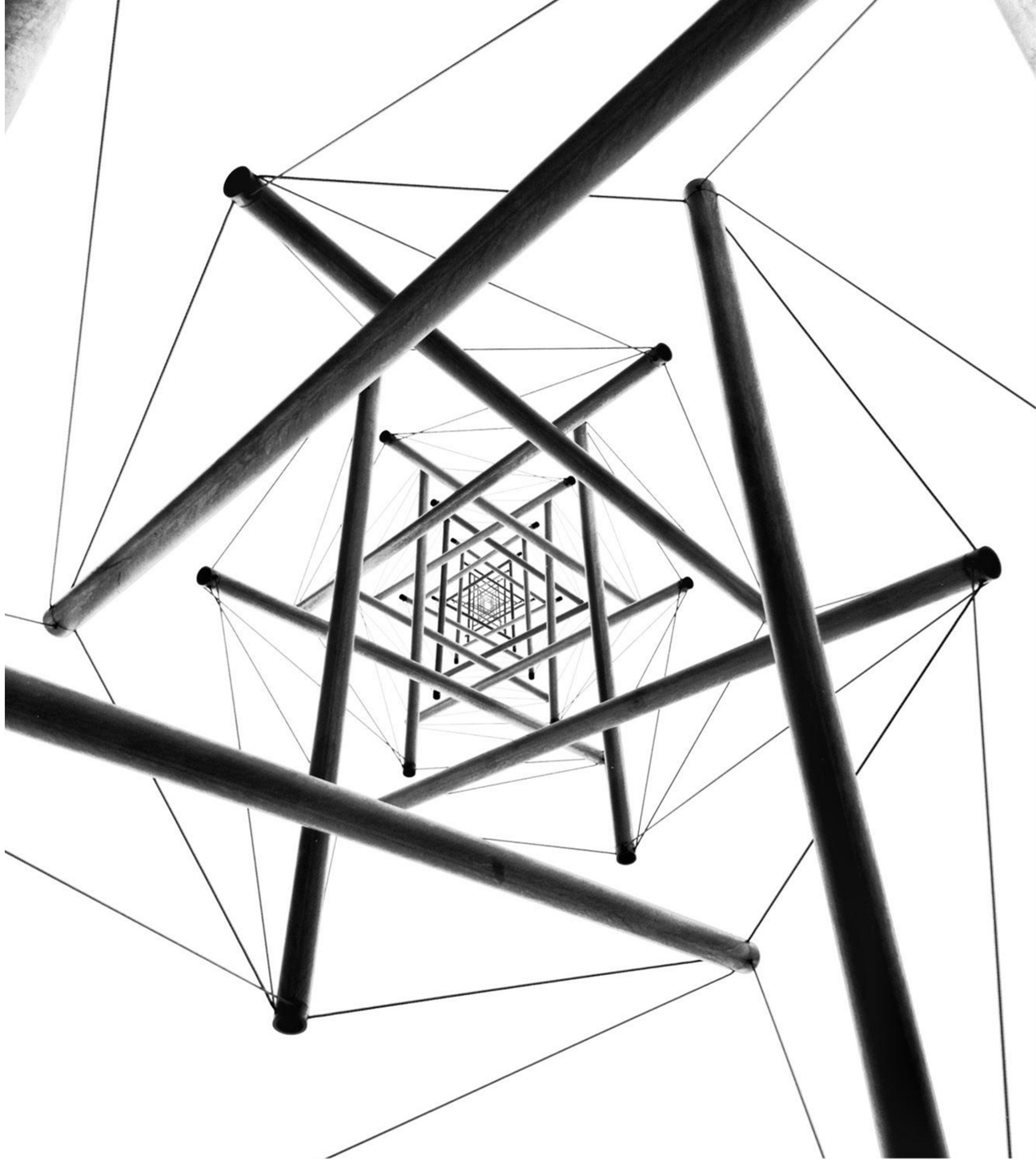
Hey Google, talk to ASOS

Watch later Share

0:04 / 0:20

CC HD YouTube

These new tech impose a change of **mindset**

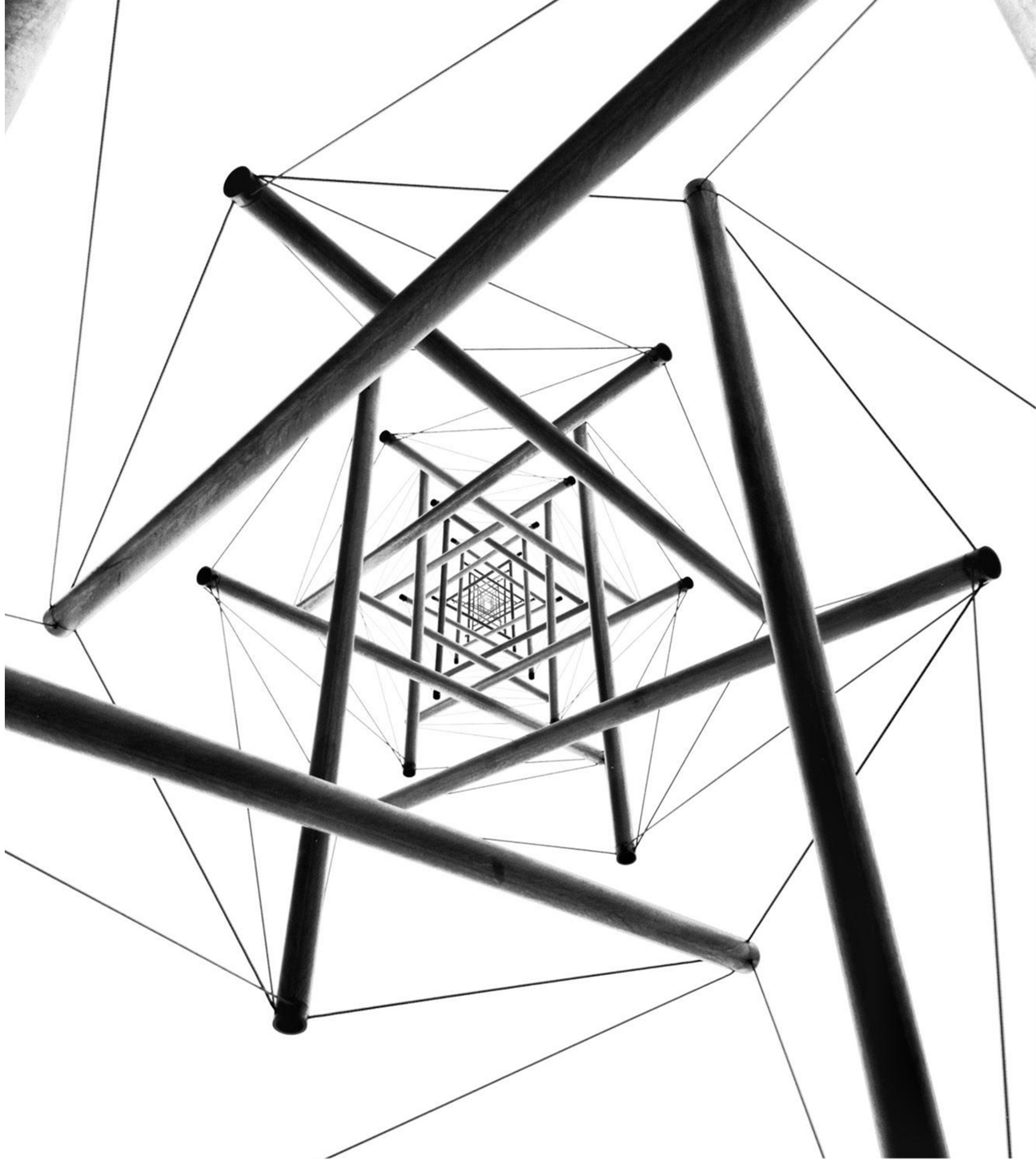


open platforms are synonyms with **freedom**

tech is
just a tool
for design

Excellence needs to
fail fast

Thank you !



HEURITECH

SHANA AIACH

LIFT THE VEIL ON THE MARKET'S BLINDNESS WITH VISUAL RECOGNITION

TOP
SWEATER
SPORT
STRIPES
WHITE
BLACK

BAG
HANDBAG
LEATHER
POWDER PINK
HERMÈS KELLY

SHOES
SNEAKERS
DAD SNEAKERS
STREETWEAR
LEATHER
WHITE
YELLOW
BLACK
DIOR B22

EARRINGS
GOLD

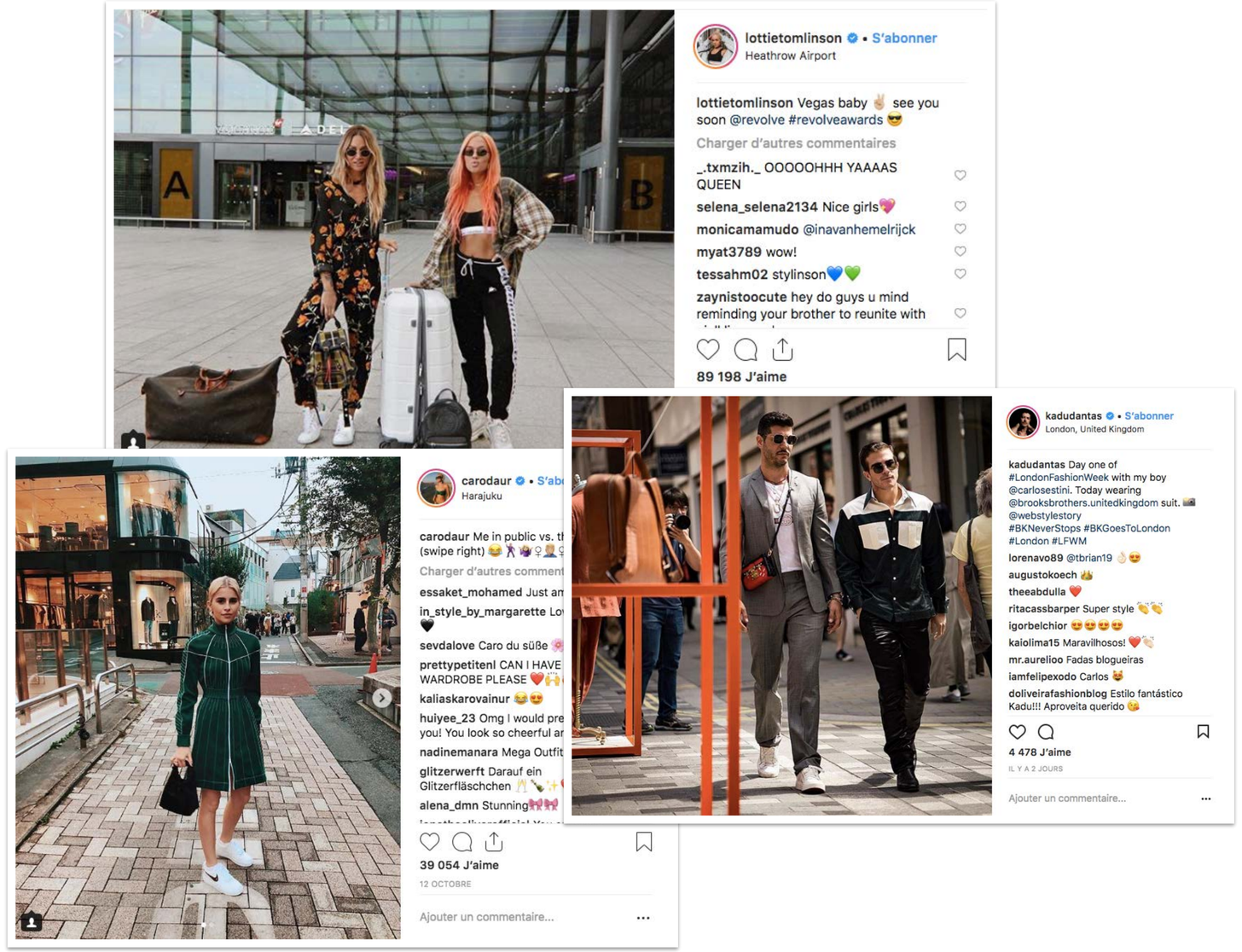
BOTTOM
JOGGER
LOOSE
CASUAL
GUCCI SUPREME
BROWN
BLACK
GUCCI

BAG
TOTE BAG
DIOR OBLIQUE
CUSTOMIZED
WHITE
BLACK
DIOR BOOK TOTE

PRODUCT CATEGORY
PATTERNS & TEXTURES
DETAILS & FEATURES
COLOR SHADES
TYPE
STYLE
MODEL / BRAND

IMAGE RECOGNITION IS MORE POWERFUL THAN TEXT ANALYSIS

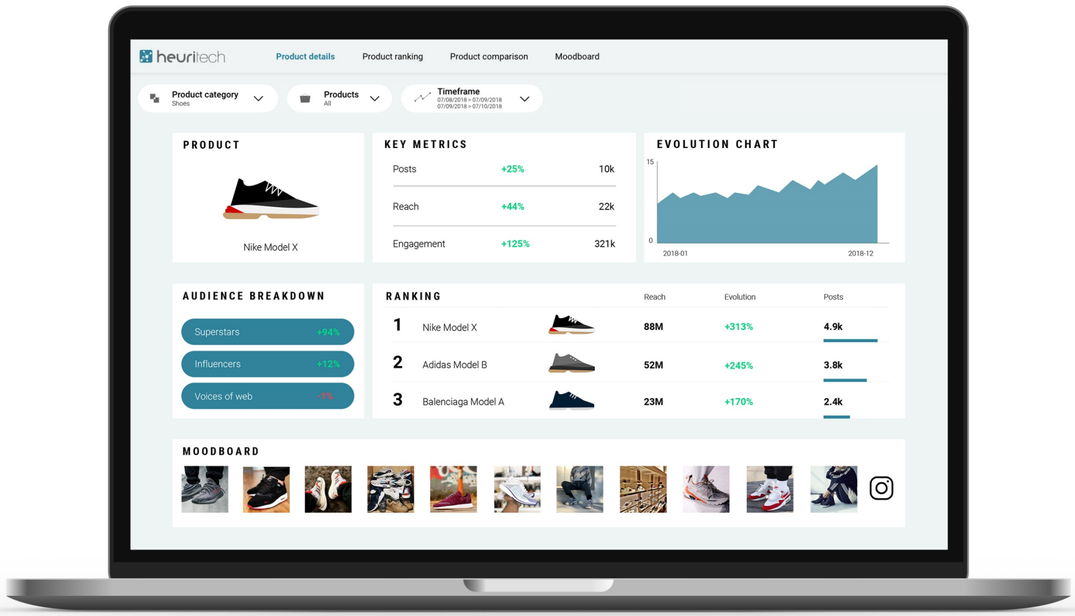
80% of products missed



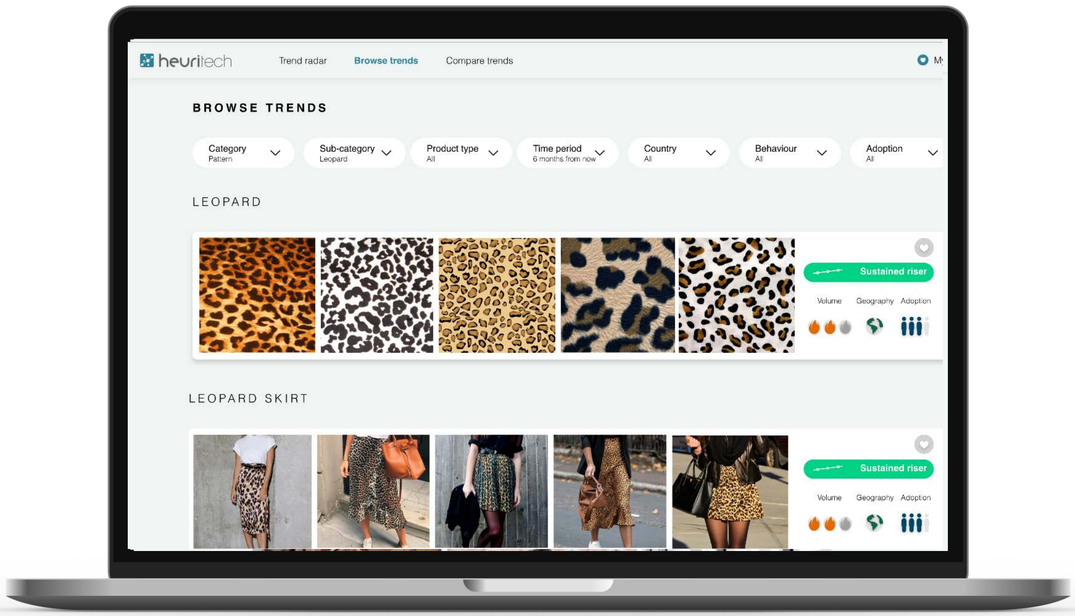
Source: Heuritech study, based on 1.5 million of Instagram posts analyzed from April to July 2018

THE HEURITECH SUITE

1



2



PRODUCT PERFORMANCE

MARKET TRENDS

heuritech

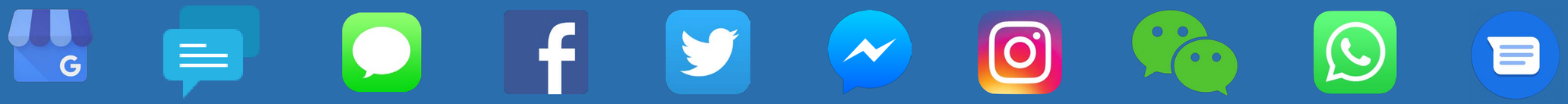
ALCMEON

CHARLES DOXUAN

Alcméon

Lauréat du PASS FRENCH TECH

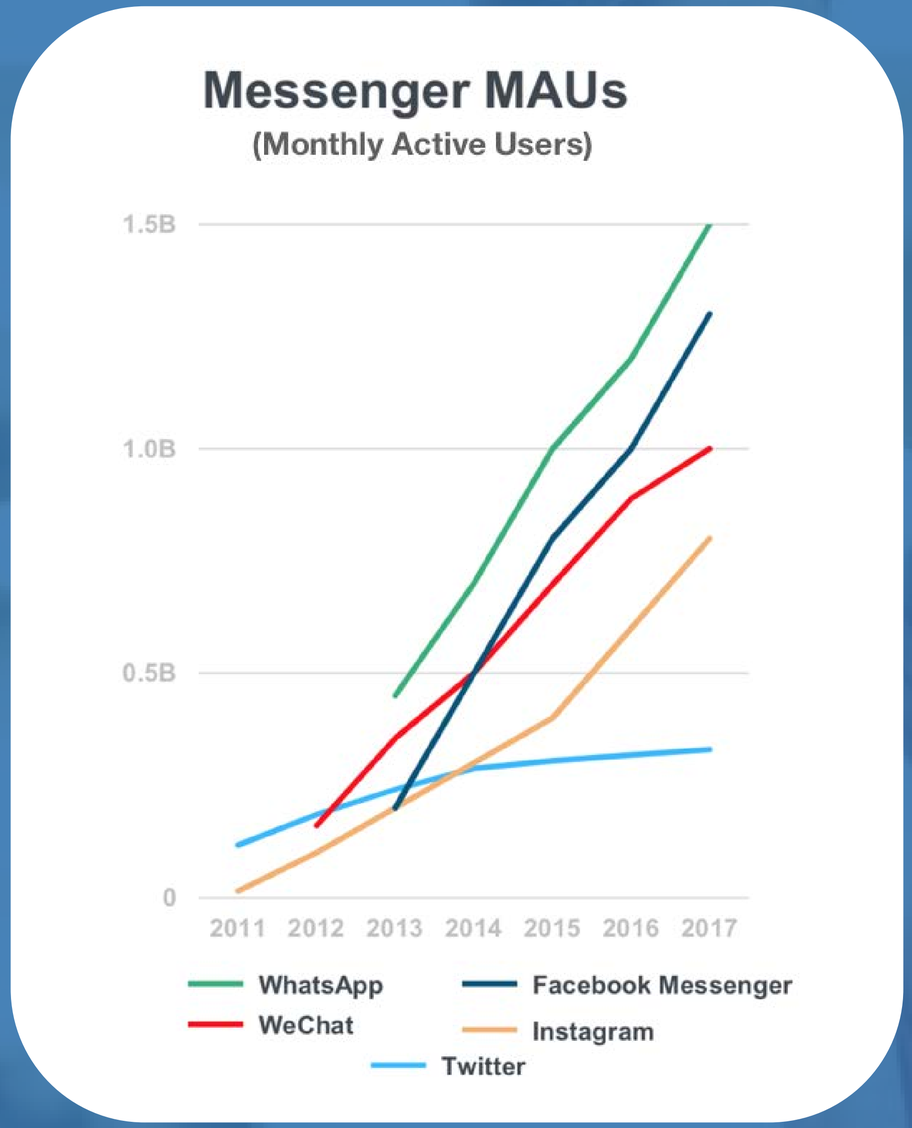
Smart Customer Messaging



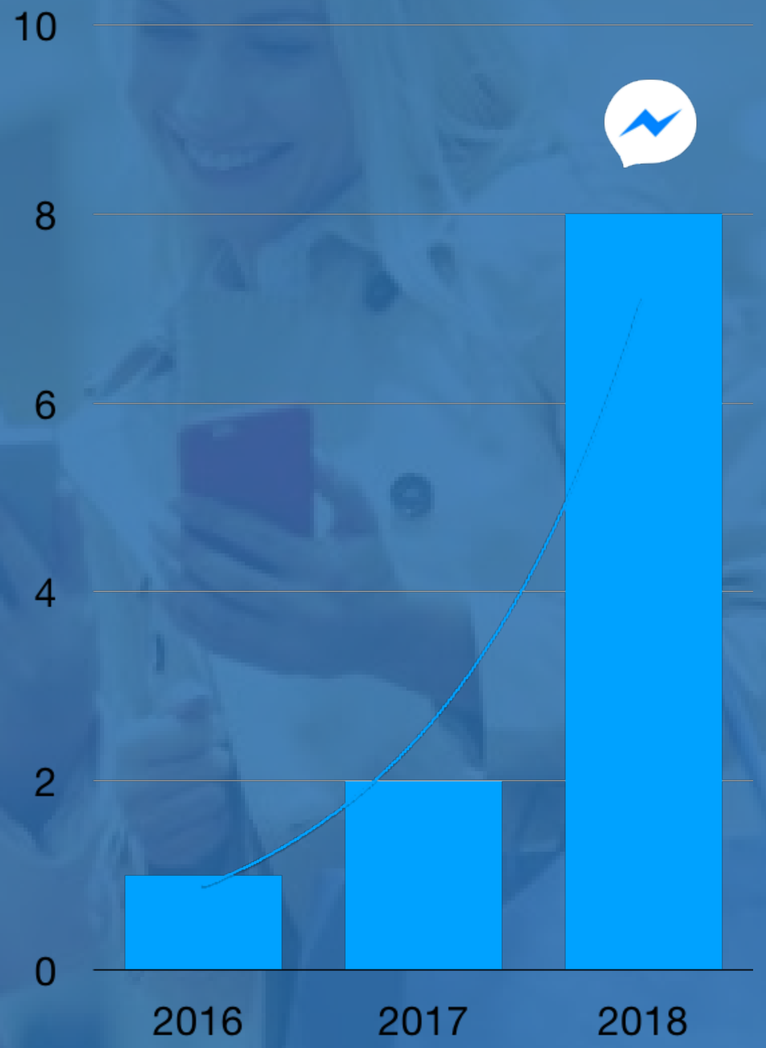
#AI #ChatBots #Handover #AugmentedAdvisors
#Omnichannel #BetterCustomerExperience

Confidential - 2018

Messaging, the new customers' reflex



Amazing growth in the past 4 years…



The volume of messages sent by customers to brands via messaging apps is also exploding !

Source Messenger
Billions of messages
Monthly

Confidential - 2018

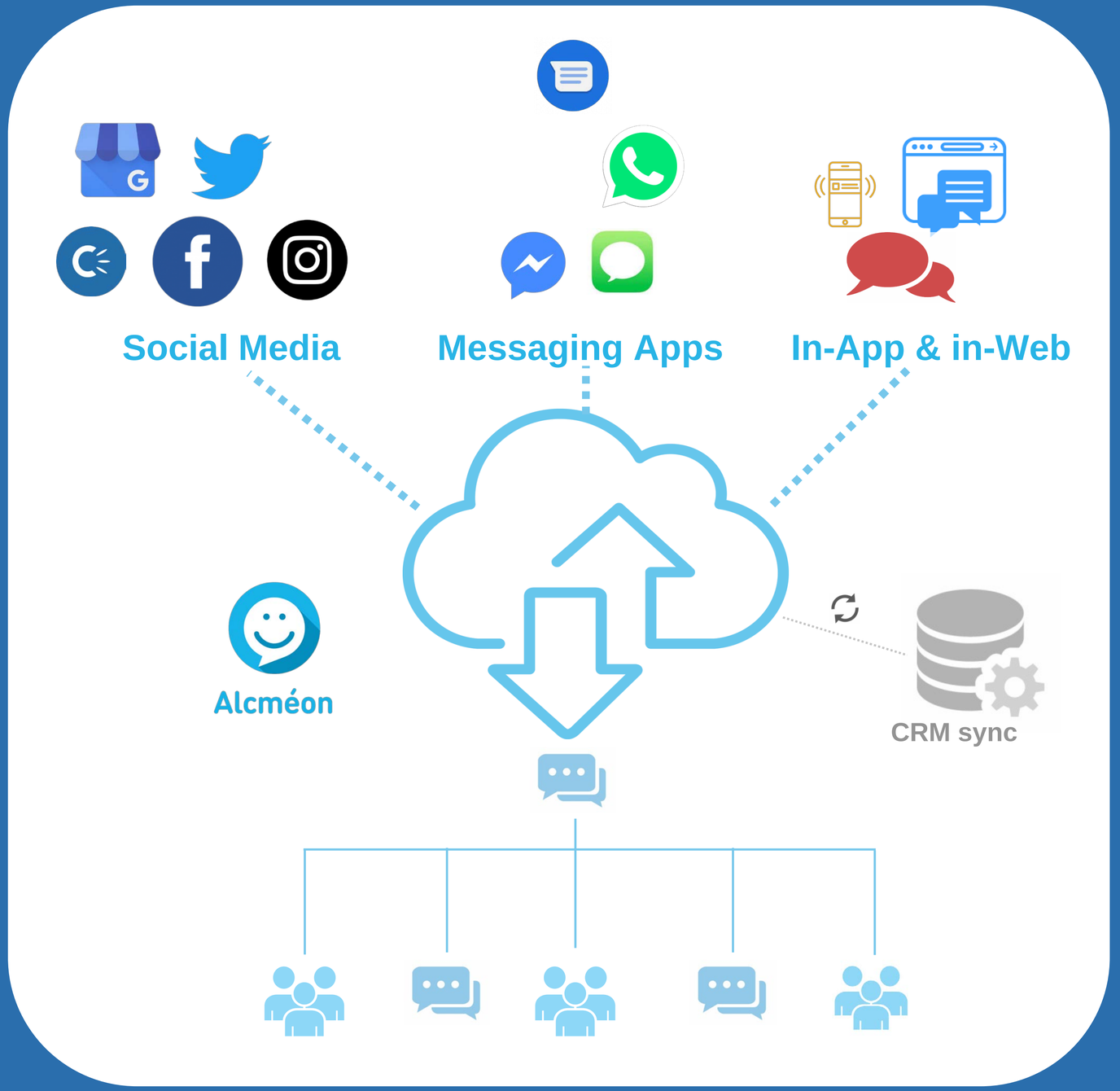
Alcméon

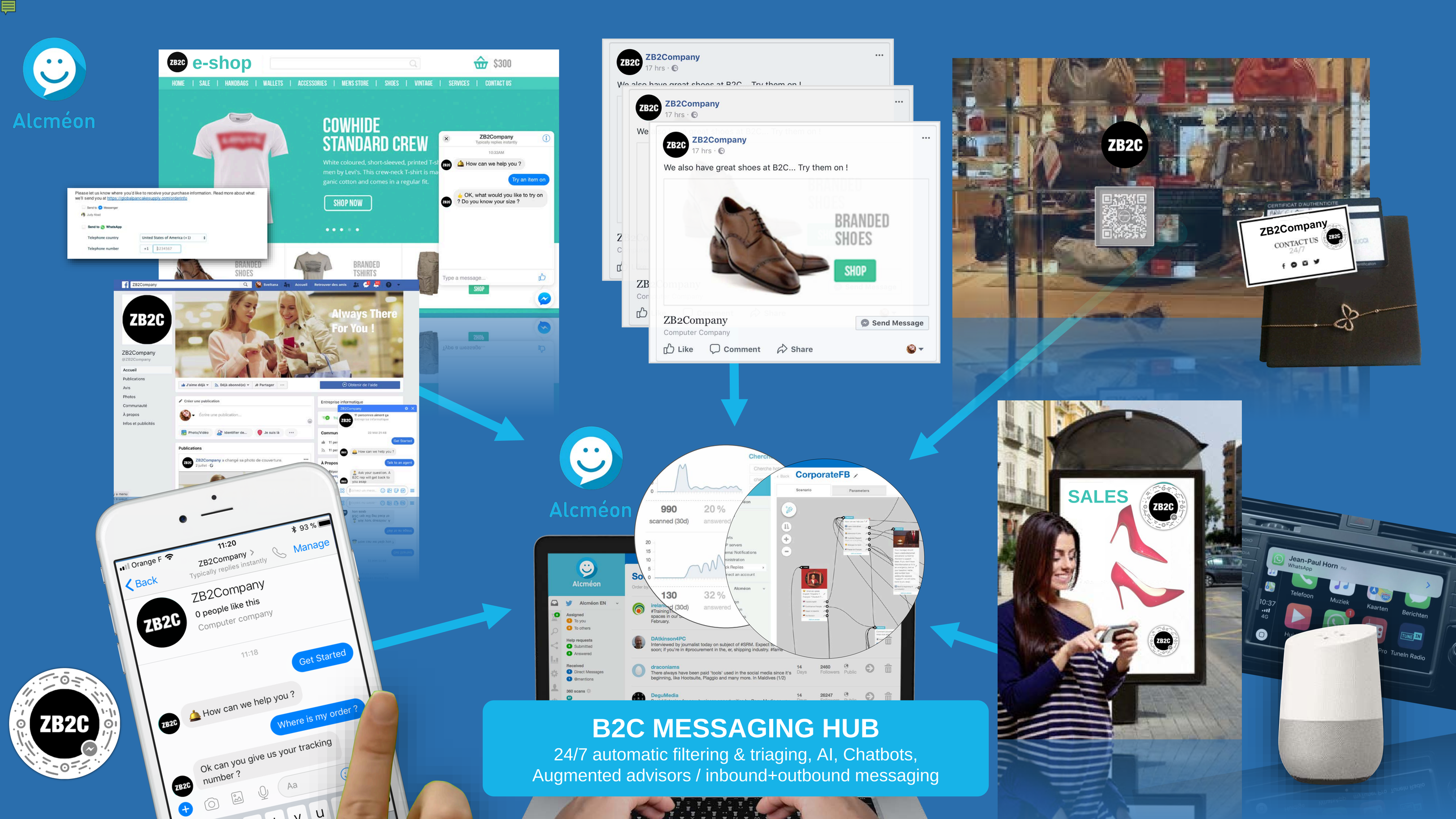
In a nutshell

Alcméon is a unified SaaS Platform which centralizes all your customers messaging streams in one point.

Tweets, comments on your Facebook wall or on an Instagram post, direct messages on Messenger, WeChat, WhatsApp, iMessage, RCS… conversations started in your app or via a web widget…

Our messaging hub captures everything and gives you the tools to offer a premium service , 24/7, at scale with its powerful hybrid technology combining seamlessly AI, chatbots and human intervention.




Alcméon
ZB2C e-shop
$300
HOME | SALE | HANDBAGS | WALLETS | ACCESSORIES | MENS STORE | SHOES | VINTAGE | SERVICES | CONTACT US
COWHIDE STANDARD CREW
SHOP NOW
BRANDED SHOES
BRANDED TSHIRTS
ZB2Company
How can we help you ?
Try an item on
OK, what would you like to try on ? Do you know your size ?
Type a message...
SHOP
ZB2Company
17 hrs
We also have great shoes at B2C... Try them on !
BRANDED SHOES
SHOP
ZB2Company
Computer Company
Send Message
Like
Comment
Share
ZB2C
CERTIFICAT D'AUTHENTICITE
ZB2Company
CONTACT US 24/7
Always There For You !
Accueil
Publications
Avis
Photos
Communauté
À propos
Infos et publicités
Alcméon
CorporateFB
990
scanned (30d)
20 %
answered
130
32 %
answered
Orange F
11:20
93 %
Back
ZB2Company
Typically replies instantly
Manage
ZB2Company
0 people like this
Computer company
11:18
Get Started
How can we help you ?
Where is my order ?
Ok can you give us your tracking number ?
SALES
Jean-Paul Horn
WhatsApp
Telefoon
Muziek
Kaarten
Berichten
TuneIn Radio
B2C MESSAGING HUB
24/7 automatic filtering & triaging, AI, Chatbots,
Augmented advisors / inbound+outbound messaging

INVENIS

ANTOINE CUPILLARD

DEFINE

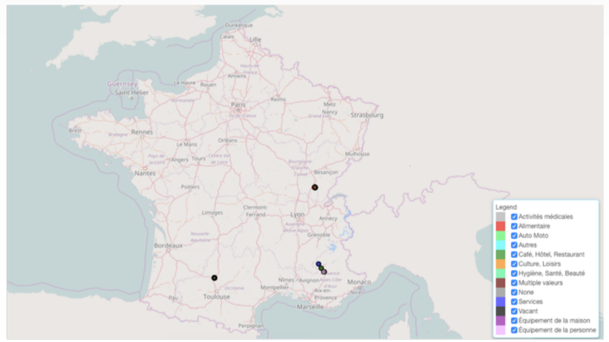
February 12, 2019 – Antoine CUPILLARD

Invenis

© 2019 INVENIS SAS. ALL RIGHTS RESERVED.

INVENIS

Give power back to data users !



Invenis

Invenis

Thanks@All

antoine.cupillard@invenis.co
+33788309021

© 2015 INVENIS SAS. ALL RIGHTS RESERVED.

EURATEX

LUTZ WALTER

INVENIS

ANTOINE CUPILLARD

ALCMEON

CHARLES DOXUAN

HEURITECH

SHANA AIACH

GOOGLE FRANCE

ALICIA BIRR

EURATEX

LUTZ WALTER

AI IN CUSTOMER-BRAND RELATIONSHIPS

ENHANCING ON LINE SELLING PERFORMANCE

CHANGE OF PARADIGM

HENRI MURA

CHANGE OF PARADIGM

A new dimension in fashion digital commerce

X-Reality Digital Commerce Apps leveraging the interactive & immersive potential of 3D CGI content

Henri Mura / Founder @ Change of Paradigm / henri@changeofparadigm.com

Need for retailers and digital commerce players in the fashion & accessories, sports apparels, pets clothing & accessories categories to :

attract, engage and retain millennials and generation Z customers to increase conversion rates and ROI

Enhance entertainment value of «digital shopping» through personalized immersive and interactive user experience

X-Reality digital commerce apps solutions proposed by change of Paradigm:

- Augmented Reality apps (stand-alone and plug-ins)
- Virtual Reality apps (for the retail environment)
- Holographic Reality apps (Red Hrydrogen phone)
- Mixed Reality apps (Microsoft Hololens and Magic Leap)
- Presence on Social Virtual Reality platforms (Sansar...)

4 MAJOR TARGET MARKETS

Fashion & accessories

womenswear
menswear
childrenswear

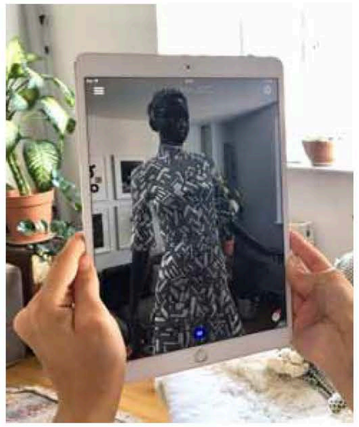
Sports apparels

Pets accessories & clothing

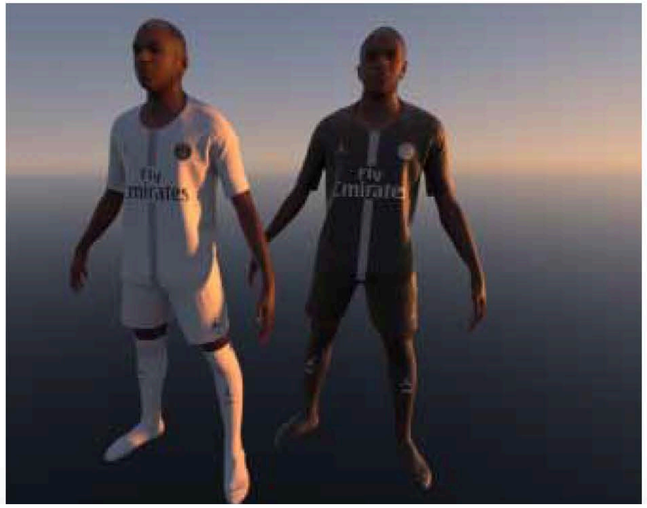
Character based games

Social virtual reality platforms

FASHION & ACCESSORIES

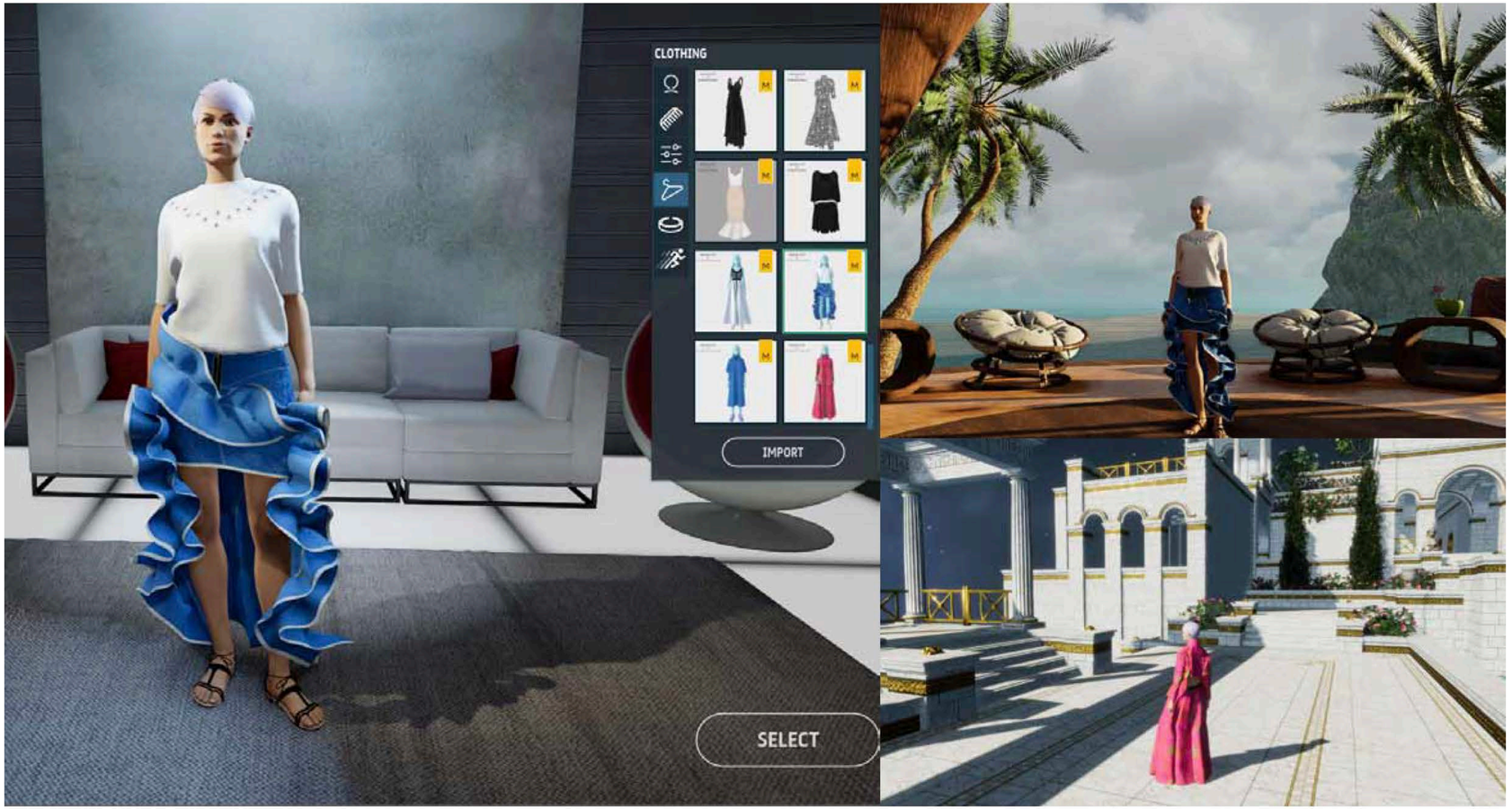


SPORTS APPARELS



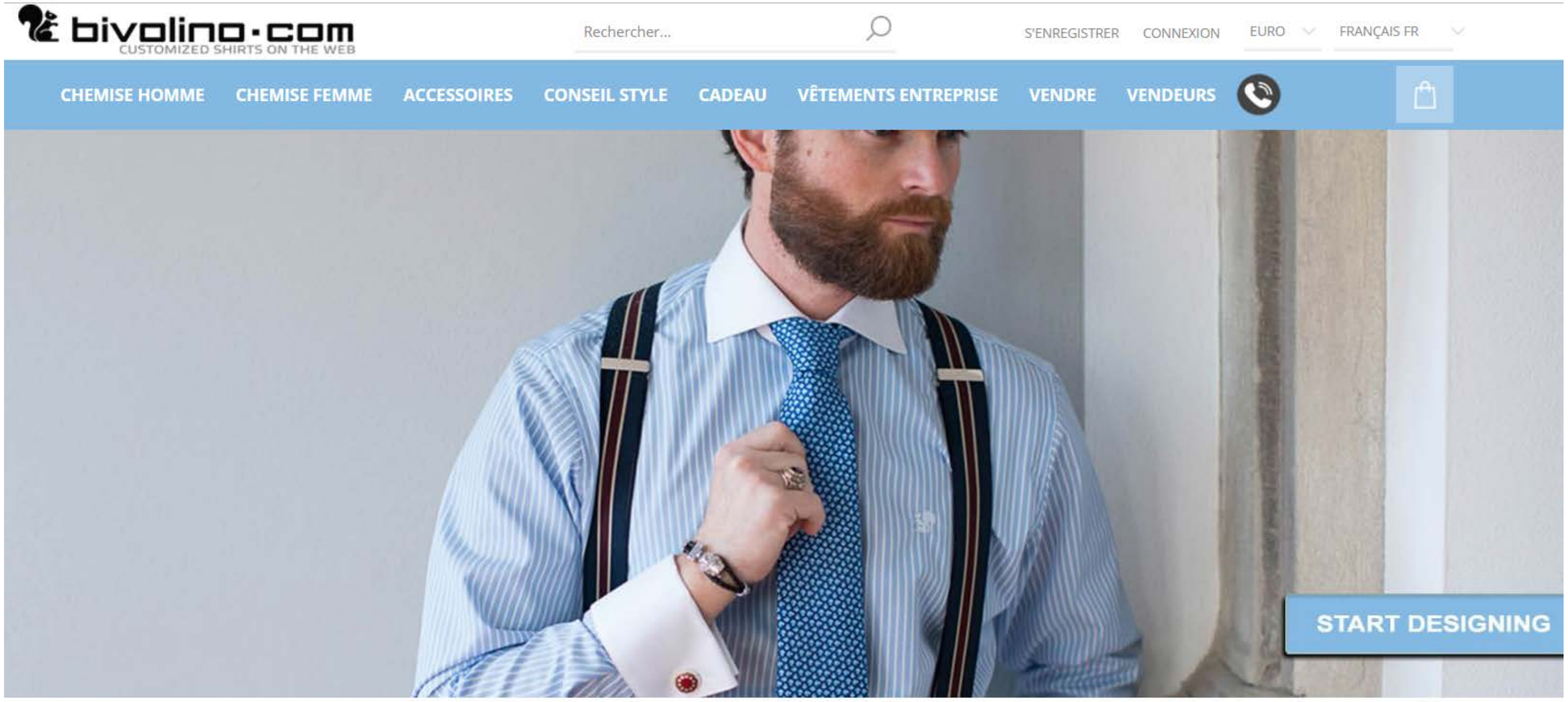
PETS ACCESSORIES & CLOTHING

CHARACTER BASED GAMES
SOCIAL VIRTUAL REALITY PLATFORMS



BIVOLINO

MICHEL BYVOET



MAÎTRE TAILLEUR BIVOLINO, CHEMISES SUR MESURE ITALIENNES DE LUXE EN LIGNE - MENSURATION BIOMETRIQUE

bivolino.com
CUSTOMIZED SHIRTS ON THE WEB

Fabric

CHECKS & BEACH STRIPES MOZA 1 - 2 - 3

ZOOM

All collections

Xali 1	Xali 2	Roco 1 white
Roco 2 bleu	Roco 3 offwhite	Roco 4 pink rose
Roco 7	Roco 8 lilac	Roco 9
Seoul herringbone 1 white	Seoul herringbone 2 bleu	Seoul herringbone 3 ivory

ABC

Where **your creativity** is rewarded!
Make **money selling** your designed and purchased shirts,
published on Bivolino's **Shirt Gallery**.

Belgian Dandy

cees andriessen

Daan

Geoffry Nijsmans

Gianmarco Asaro

giovannidg

Toon als

Sorteren op Positie

Tonen 9 per pagina

BARDANO - ARTY HEMD - KOEIENPRINT - MAO KRAAG

Bedrukte katoen hemd met Koeienprint van artist cees andriessen, mao manchet

€126

MILEO - ARTIST HEMD - KOEIENPRINT

Bedrukt katoen hemd met Koeienprint van artist Cees Andriessen, afgeronde manchet

€135

MILO - ARTIST HEMD - KOEIENPRINT ZWARTBONT

Bedrukt katoen hemd met Koeienprint van artist Cees Andriessen, afgeronde manchet

€135

PLACE2SWAP

ESTAFANIA LARRANAGA

PLACE2SWAP

ESTAFANIA LARRANAGA

BIVOLINO

MICHEL BYVOET

CHANGE OF PARADIGM

HENRI MURA

XL CONSEIL

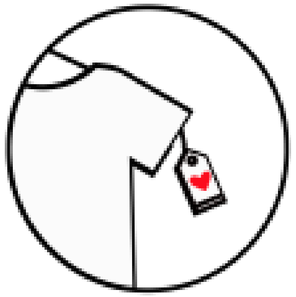
LAURENT RAOUL

ENHANCING ON LINE SELLING PERFORMANCE

IDENTIFICATION AND PROTECTION

CLOTHPARENCY

RYM TRABELSI



CLOTHPARENCY

KNOW HOW ECO-FRIENDLY IS THE CLOTHING,
MAKE THE RIGHT CHOICES !

RAISE OF AWARENES

72%

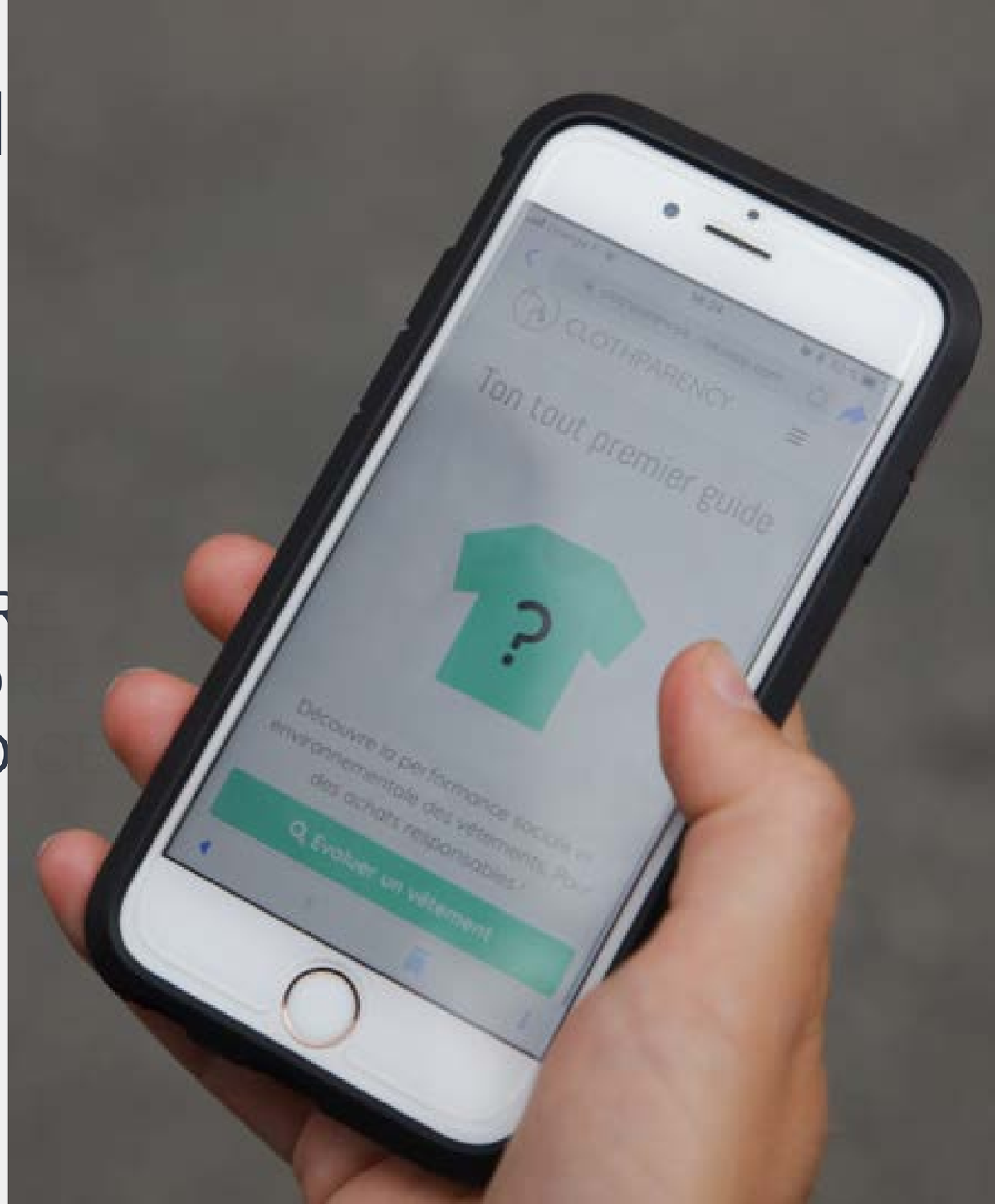
AGE RANGE OF 18 TO 34

SWITCH BRANDS TO ONE THAT FIT WITH
THEIR VALUES*

*ACCORDING TO A SURVEY OF YOUGOV FOR GT NEXUS PUBLISHED IN JAN

THE FIRST SOLUTION
TO GUIDE CONSUMERS

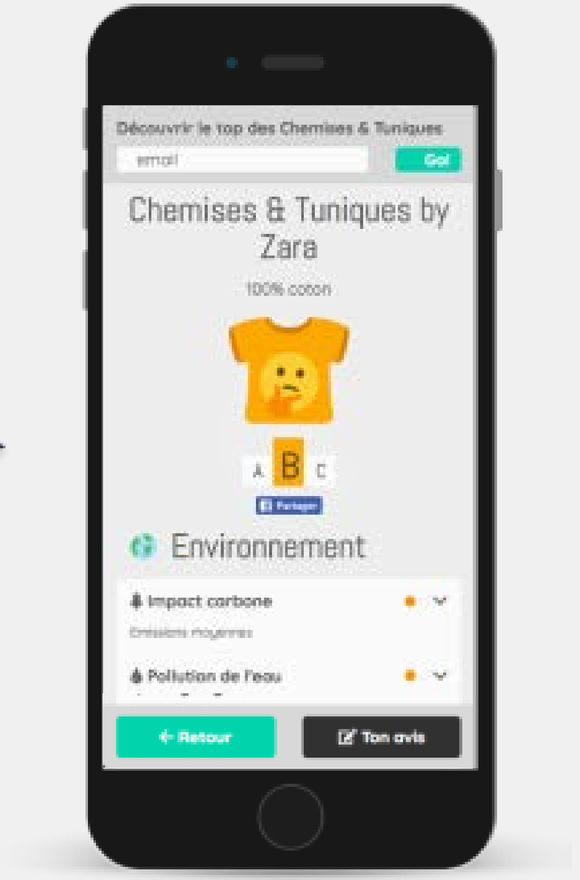
TO INFORM CONSUMERS AND
TO GUIDE THEM TOWARDS MOR
JUDICIOUS, MORE ETHICAL, MO
ENVIRONMENTAL FRIENDLY CHO



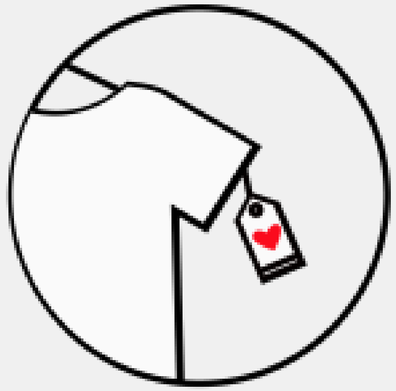
THE BETA SOLUTION : APP.CLOTHPARENCY.COM

LOOK FOR A
SPECIFIC PROD

DISCOVER ITS
SCORE



BETTER OPTION
SUGGESTED SOON



COME AND MEET US !

WWW.CLOTHPARENCY.COM

MARGUERITE DORANGEON
M.DORANGEON@CLOTHPARENCY.COM

RYM TRABELSI
R.TRABELSI@CLOTHPARENCY.COM

XL CONSEIL

LAURENT RAOUL

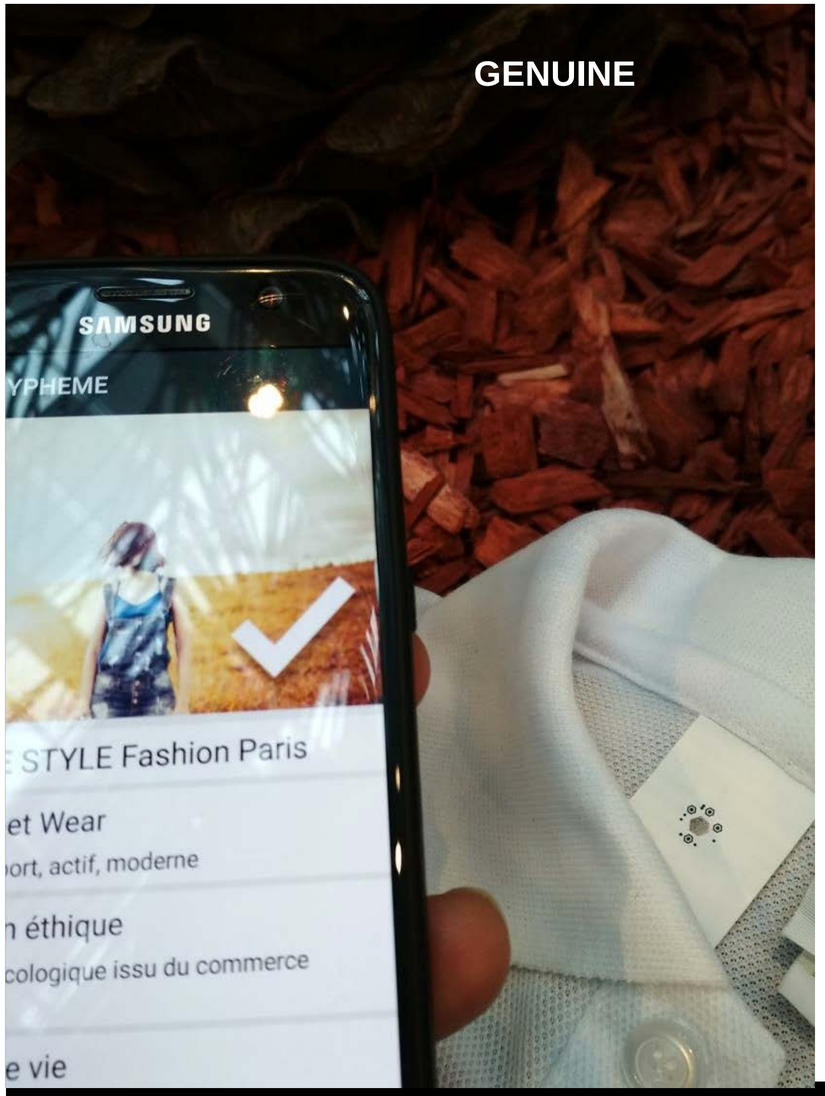
CYPHEME

GILLES BONNABEAU

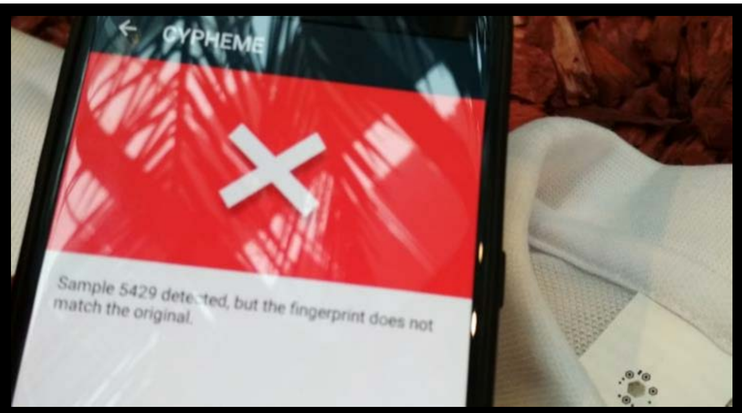
CYPHEME

CYPHEME OFFERS TAILORED SOLUTIONS

GENUINE



FAKE



WeChat

LINE

THE BEST LEVEL OF SECURITY

Very small footprint:
12mm

AUTHENTICATION USING A SIMPLE SMARTPHONE CAMERA

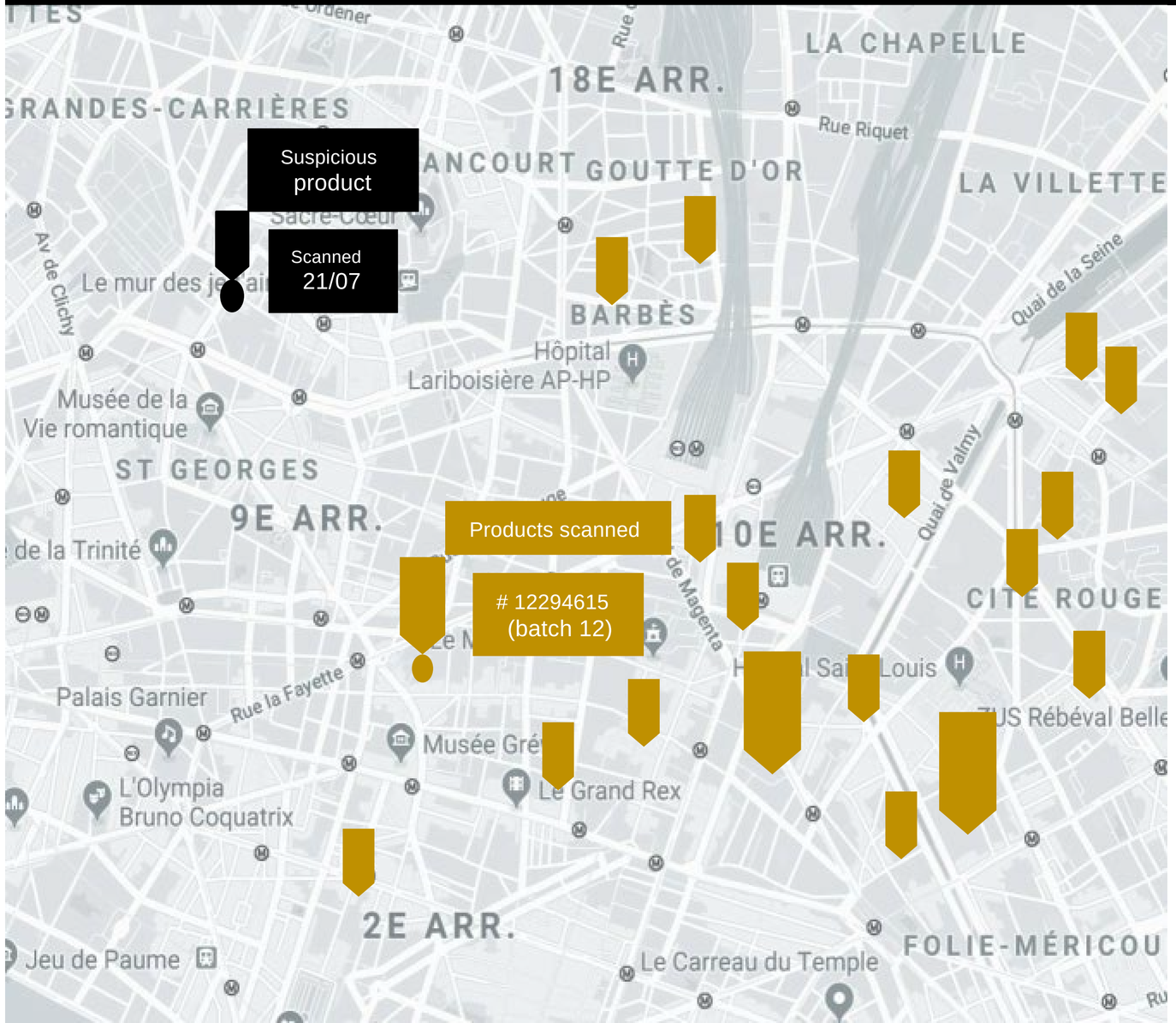
Our solution does not require any complementary tool and offers a completely safe authentication.

4 LEVELS OF SECURITY

- **Uniquechemical imprint**: patented technology of varnish printing
- **Artificialintelligence**: a cutting-edge technology
- **Secure online cloud** : ultra-secure access to database
- **Hyperphotometry**patented technology using light level differentiation

TRACEABILITY

CYPHEME PROVIDES PRECISE GEOLOCATION REPORTS.



1- GEO-LOCALIZATION

- Know in real time where your products are scanned
- Know in real time where fake products are scanned

2- TRACING

Some of your products ends up where they shouldn't?
For example, sold on e-markets outside of your official distribution network?

We can provide you with batches of numbered tags. Provide each of your distributors with a different batch. Whenever one of your product is found outside of its regular circuit, you will know who it came from.

3- TRACK AND TRACE

We don’t provide logistics and ERP consulting, but we are compatible with third party supply chain T&T suppliers

Contact Us

Gilles Bonnabeau

gilles.bonnabeau@cypheme.com

+33 7 78 25 54 28

HEADQUARTERS

27 rue Bargue

75015 Paris - FRANCE

R&D

STATION F - 5 Parvis Alan Turing

75013 Paris - FRANCE

BLOCKCHAINYOURIP

WILLIAM FAUCHOUX

BlockchainyourIP

Turn your **ideas** into **assets**

ddg

The usefulness of blockchain for the fashion industry as regard to creation, innovation and trade secret

DeFINE

PREMIERE VISION PARIS
February, 12 2019

William FAUCHOUX
CEO – BlockchainyourIP

BlockchainyourIP

HOW DOES BLOCKCHAIN TECHNOLOGY WORK?

Document fingerprint

Calculate the unique digital fingerprint of your document with your internet browser

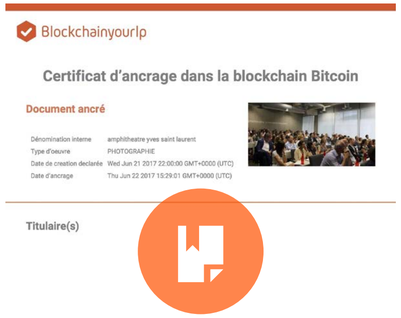
Simple Form

Fill out a simple form to identify your creation or innovation

Anchoring the document

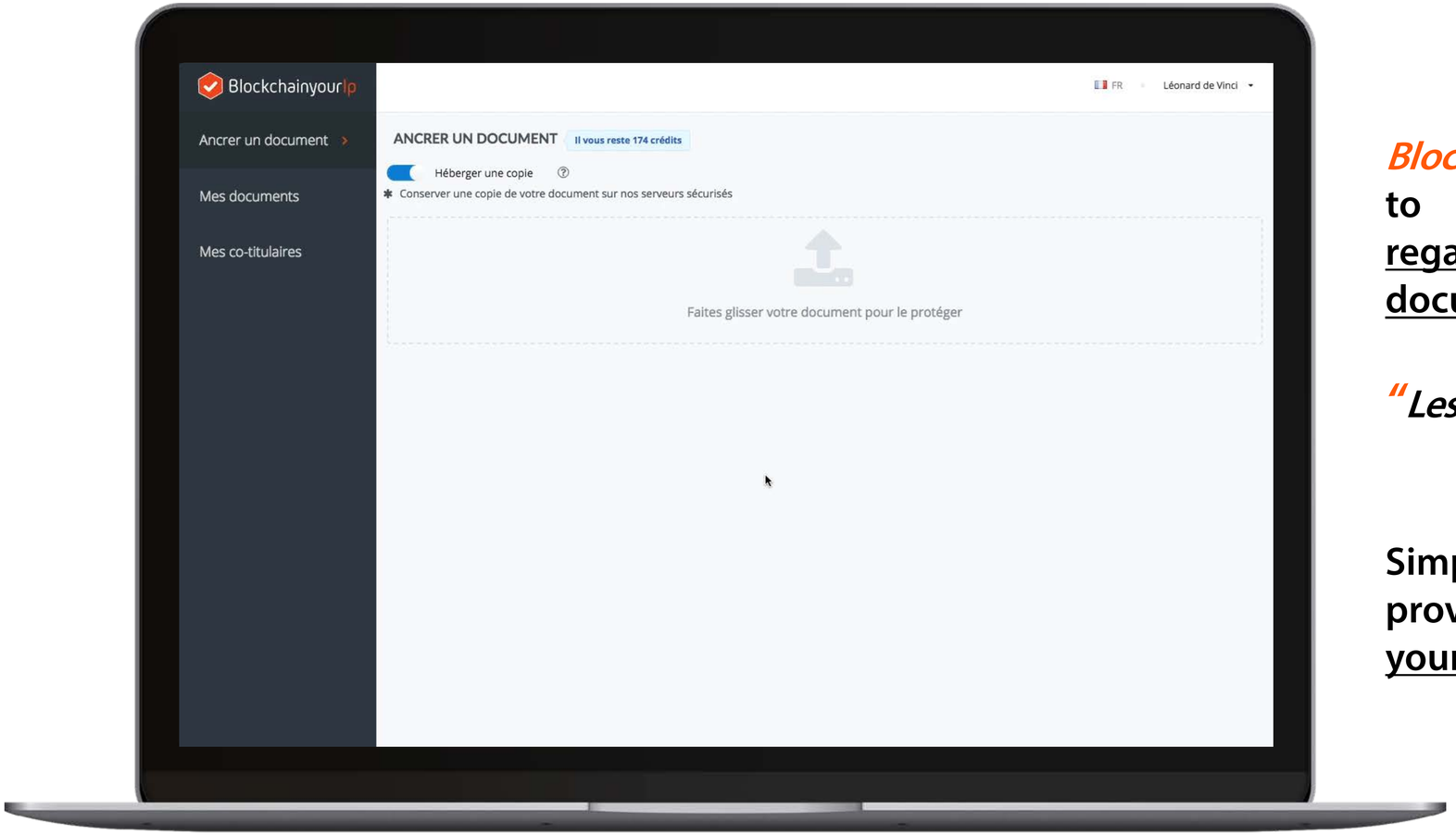
The digital fingerprint of your document is inserted in a Bitcoin Blockchain transaction

Anchoring certificate



Download the certificate proving the protection of your creation or innovation

EASILY PROTECT YOUR DOCUMENTS



BlockchainyourIP **is the easiest and fastest way to protect your creations or innovations, regardless of the format or size of your document**

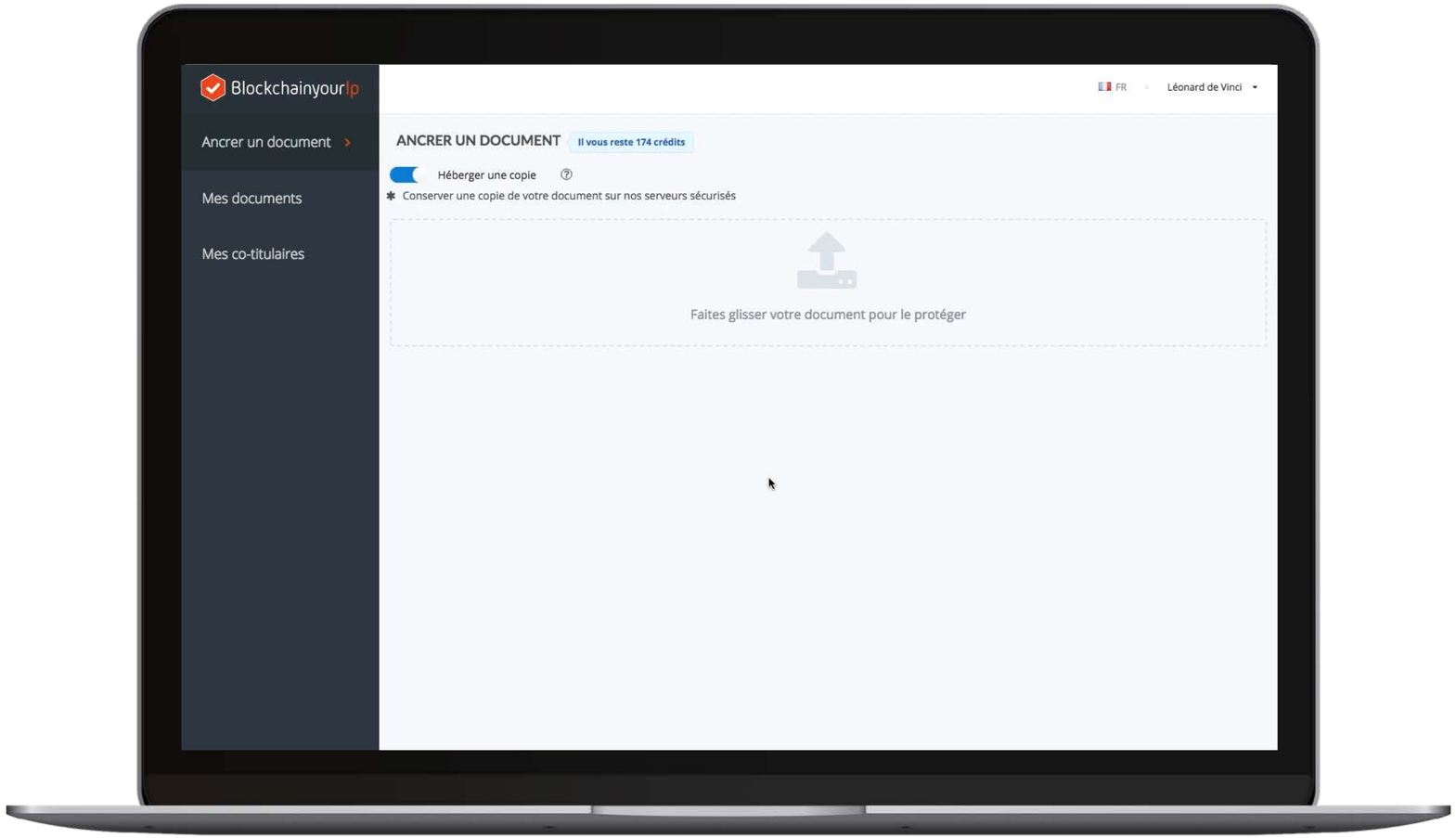
"Less than two minutes are needed to finalize your protection"

Simply drag your document into the window provided and choose whether or not to store your document on our secure platform.

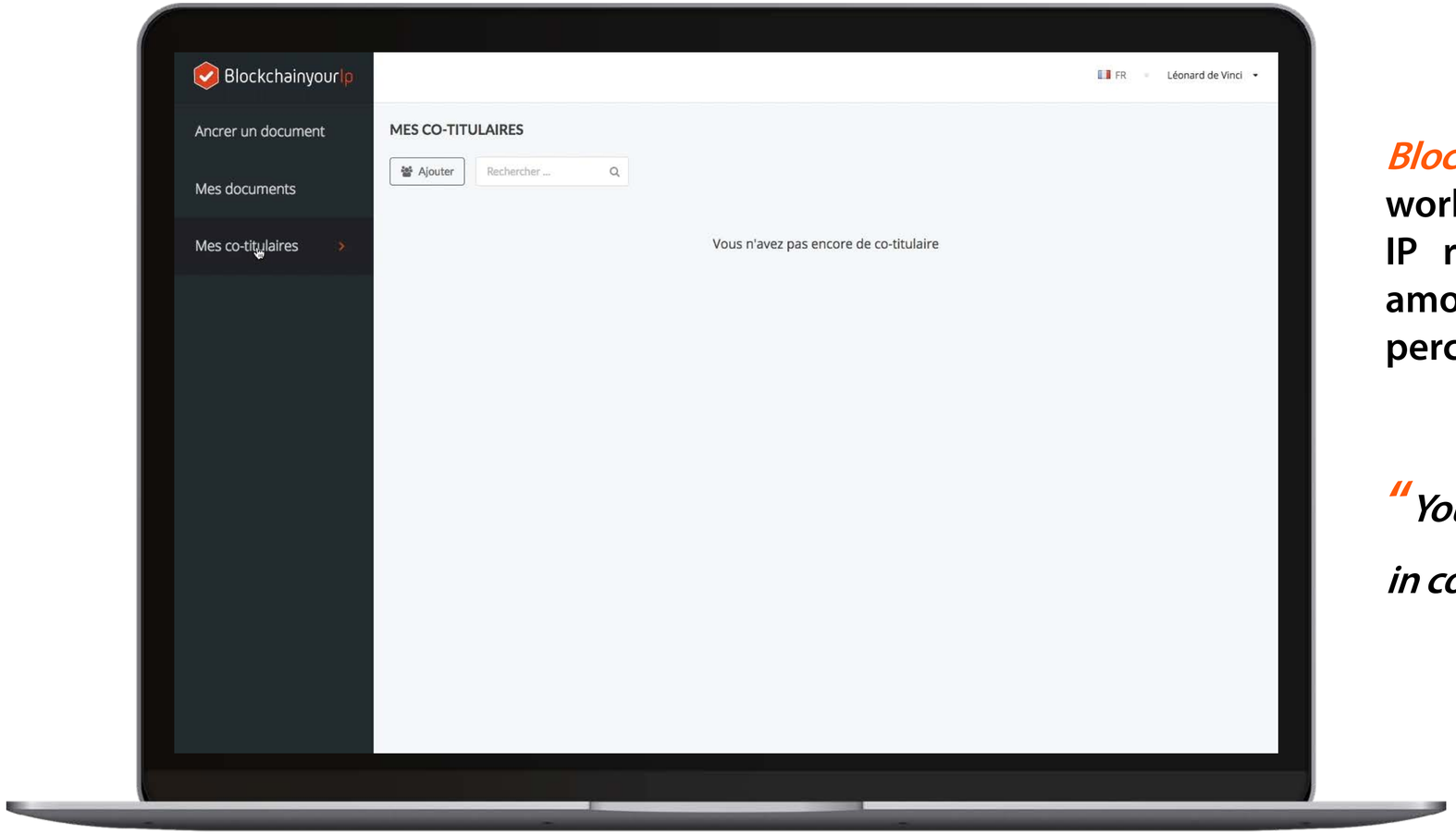
MANAGE ALL YOUR EVIDENCE ON YOUR DEDICATED SPACE

Access all your evidence finally gathered in a single place : *your dedicated space*

***BlockchainyourIP* is designed to allow you to easily find all your evidence of creation or innovation.**



COLLABORATE WITH OTHER CREATORS / INVENTORS



BlockchainyourIP is relevant for collaborative work: it allows you to organize the allocation of IP rights on your creations and innovations among several co-owners by assigning them a percentage of rights.

"You can create and innovate alone or with others in complete legal security"

BENEFITS OF BLOCKCHAIN TECHNOLOGY IN IP EVIDENCE

The Bitcoin Blockchain technology offers highly interesting advantages to generate reliable proof of evidence in IP:

Transparency

The proof can be independently checked at any time by anyone with Blockchain Bitcoin technology using open source tools.

Tamper-proof and secure

The proof is recorded simultaneously on the different internet network "*nodes*", which makes it almost immutable.

Simple and fast

The Bitcoin Blockchain simply and quickly generates proofs of existence, without the need for a trusted third party.

International

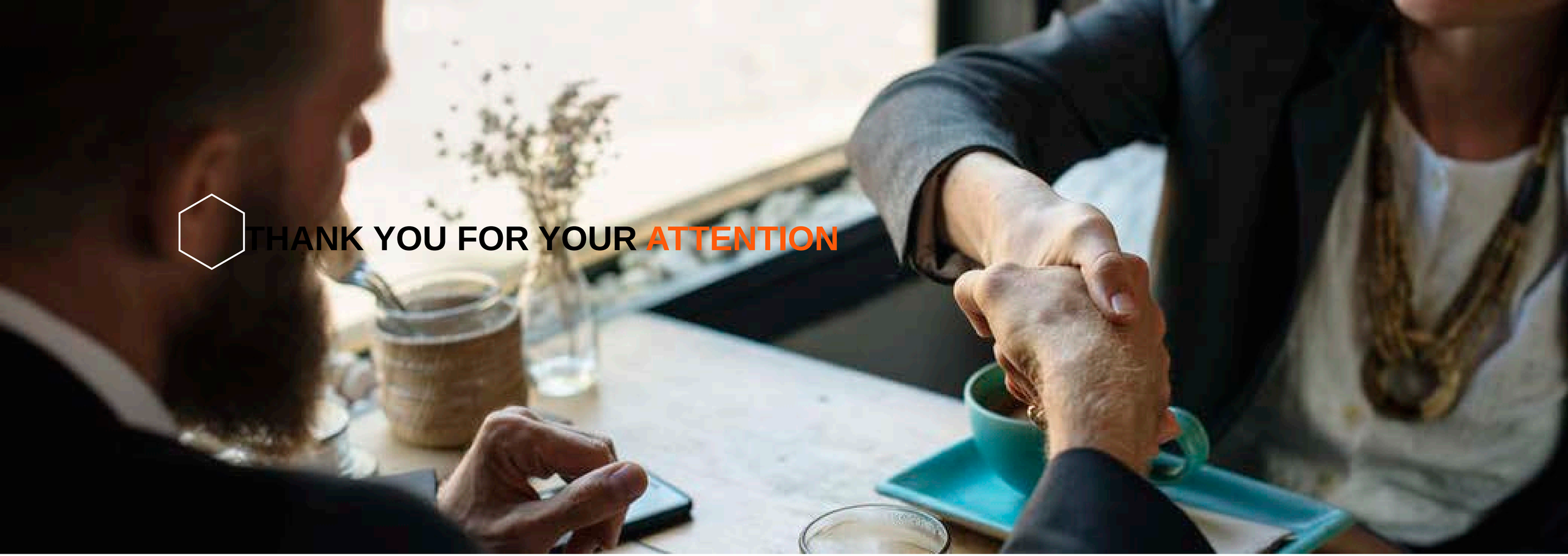
Blockchain is international in nature: it uses a computer system which is the same in all countries of the world.

Confidential

The creation or innovation is not disclosed to anyone when the corresponding fingerprint is calculated and inserted into a Blockchain Bitcoin transaction.

Cost effective

Operating costs are very low.



THANK YOU FOR YOUR ATTENTION

Internet website	blockchainyourip.com app.blockchainyourip.com
CONTACt	William.fauchoux@bcyip.com +33 6 61 59 44 29

MODELAB

FABRICE JONAS

BLOCKCHAINYOURIP

WILLIAM FAUCHOUX

CLOTHPARENCY

RYM TRABELSI

MODELAB

FABRICE JONAS

CYPHEME

GILLES BONNABEAU

IDENTIFICATION AND PROTECTION

EVENTS

Info Days And Bootcamps

INFO DAY
in 8 European Cities

Discover DeFINE Project

Paris, France | 12 February 2019

Boras, Sweden | 21 March 2019

Porto, Portugal | 3 April 2019

Berlin, Germany | July 2019

London, England | December 2019

Milan, Italy | Dec 2019 /Jan2020

Porto, Portugal | 2020

Lodz, Poland | 2020

BOOTCAMP
in 4 European Cities

Apply to attend

London, England
5 -6 June 2019

Berlin , Germany
24-25 June 2019

Paris, France
February 2020

Milan, Italy
February 2020

DeFINE

www.define-network.eu

EVENTS

Investment Readiness Programmes and Financier Training Workshops

INVESTMENT READINESS PROGRAMMES

in 4 European Cities

For up to 120 entrepreneurs in fashion-tech held during the 2 Bootcamps and 2 Annual Networking Events

FINANCIER TRAINING WORKSHOPS

in 4 European Cities

Engaging at least 30 experts and ‘novice’ financiers during 4 Info Days

DeFINE

www.define-network.eu

DeFINE

DeFINE Consortium Partners

ual: london college of fashion

mediadeals

POLITECNICO MILANO 1863

ceei BURGOS

institut FRANÇAIS de la MODE

EURATEX

CYRIC

ebn innovation network

Fondazione Politecnico di Milano

BORÅS INK

Co-funded by the COSME programme of the European Union under GA n.80691The content of this material represents the views of the author only and his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-size Enterprises (EASME) or any other body of European Union. The European Commission and the Agency do not accept any responsibility for the use that may be made of the information it contains.