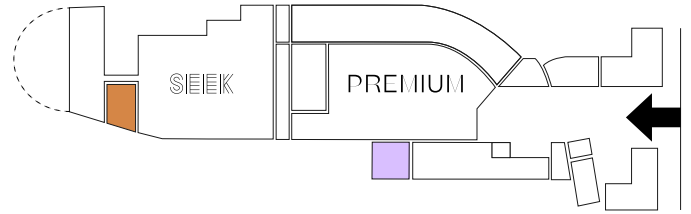


# TALKS

## 11 JULY 23

### TIMETABLE



### CONTENT CUBE

### CONTENT STAIRS

11:00	<b>I-Commerce and the future of retail</b> <b>Journee</b>	KEYNOTE (EN)			11:00
11:35	<b>How to TikTok, Fashionably</b> Philippe Gales & Ciara Hanley <b>TikTok</b>	KEYNOTE (EN)	<b>LinkedIn 2.0: Boost Your Business with Game-Changing Hacks!</b> Sascha Großmann <b>Famefact</b>	MASTERCLASS (EN)	11:35
12:10	<b>Cold Friday – die größte Awareness-Aktion seit es Sales-Tage gibt.</b> Dominic Czaja & Marija Stojanovic <b>DOJO CARES</b> Lukas Gold (Content Creator)	CONVERSATION (DE)	<b>Wie ChatGPT und Generative AI den Online Handel rettet</b> Marc Funk <b>Frontnow</b>	MASTERCLASS (DE)	12:10
12:45	Wilson Gonzalez Ochsenknecht (Artist) Marc Leuschner <b>OVERKILL &amp; GATE</b> HOST: Tamara Güçlü		<b>Get Creative on TikTok - The TikTok for Business Masterclass for Fashion Brands</b> Philippe Gales & Ciara Hanley <b>TikTok</b>	MASTERCLASS (EN)	12:45
13:20	<b>How to survive the hypes – A wild ride through web3, Metaverse, AI and your fancy LinkedIn feed!</b> Max Lederer & Toan Nguyen <b>Jung von Matt</b>	KEYNOTE (EN)			13:20
13:55	<b>Eine Branche in Schiefelage – Was man wissen sollte, um nicht der oder die nächste zu sein</b> Carl Tillessen <b>Deutsches Mode Institut</b> Anita Tillmann <b>Premium Group</b>	KEYNOTE & CONVERSATION (DE)	<b>How to COMMUNITYCATE - Creating brand stories that matter</b> Giulia Kipp & Annik Walter <b>haebmau</b>	MASTERCLASS (DE)	13:55
14:30			<b>How to get rid of all norms in fashion design - Is genderless fashion what it sets out to be?</b> Ayan Yuruk <b>Showz Berlin</b> Sevil Uguz <b>Platte.Berlin</b> Robin Solf	CONVERSATION (DE)	14:30
15:00	<b>20230 - The Berlin Fashion Summit</b> <b>Denim Pop-Up</b>	(EN)			15:00
15:30	<b>Opening: Past, Present &amp; Future</b> <b>Let's get Personal -</b> <b>The Power of Honesty and Trust</b> Marian von Rappard <b>Dawn Denim</b>		<b>With the rise of AI, will we need human creatives in the future?</b> Ayan Yuruk <b>Showz Berlin</b> Julien Schömann & Berk Kavasoğlu <b>Empty Space</b>	CONVERSATION (DE)	15:30
16:00	<b>Impulse: Trending in Denim</b> <b>Sustainability Color Trends in Denim</b> Mayouri Sengchanh <b>Exalis for Première Vision</b>				16:00
16:30	<b>Impulse: Denim in Data</b> <b>The Role of Data for your Sustainability and Sales Strategy</b> Outi Pyy <b>IVALO</b>				16:30
16:30	<b>Conversation: Inclusion &amp; Diversity</b> <b>Adaptive Fashion ≠ Every*body</b> Janina Nagel & Sema Gedik <b>Auf Augenhöhe</b> HOST: Max Gilgenmann <b>studio MM04</b>				16:30
17:00	<b>Conversation: Chemicals in Denim</b> <b>Eco-treatments for Jeans: Availability &amp; Challenges</b> Thomas Aplas <b>CHT Group</b> HOST: Magdalena Schaffrin <b>studio MM04</b>		<b>Retail Futures - Strength and empowerment of physical space</b> Meike Finkelnburg & Hannes Melzian <b>Designplus</b>	MASTERCLASS (DE)	17:00
17:30	<b>Panel Discussion: Acceleration, Collaboration &amp; Circularity</b> <b>From 'Dirty Denim' to Sustainability Leadership</b> Annabelle Homann <b>Lanius</b> Christine Moser-Priewich <b>Grüner Knopf / Green Button</b> Roosmarie Ruigrok <b>Denim Deal</b>		<b>Modern Leadership is Shared Leadership!?</b> <b>Organisationsmodell der Zukunft oder Utopie?</b> Simone Hartmann & Mohsin Qasmi <b>Hartmann Consultants</b>	MASTERCLASS (DE)	17:30
18:00	Tanvir Kabir <b>Embassy of Bangladesh</b> Tony Tonnaer <b>KOI Conscious Consulting</b> HOST: Max Gilgenmann <b>studio MM04</b>		<b>Get-Together</b> 18:00 - 18:30		18:00
18:30	<b>Community Gathering</b> 17:00 - 19:00 By invitation				18:30
19:00					19:00

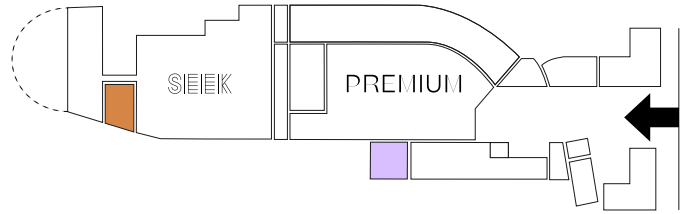


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# TALKS

## 12 JULY 23

### TIMETABLE



## CONTENT CUBE

## CONTENT STAIRS

Time	Content Cube	Content Stairs
10:00		
10:30		
11:00	<b>Modestadt Berlin - Wahn und Wirklichkeit</b> Diana Weis (Professor, Author) Manuel Almeida Vergara <b>Berliner Zeitung</b> Jale Richert, Michele Beil <b>Richert Beil</b>	<b>Update EU Textil Strategie: Fokus Green Claims</b> Magdalena Schaffrin, Max Gilgenmann & Lavinia Muth <b>studio MM04</b> Robert Grabosch <b>COSU LEGAL</b>
11:35	<b>Co-flourishing - Living a better life while building a better world</b> Martin Ebeling <b>The School of Life</b>	<b>Get Creative on TikTok - The TikTok for Business Masterclass for Fashion Brands</b> Philippe Gales <b>TikTok</b>
12:10	<b>Radical Imagination XD</b> Jumoke Fernandez (AI Synthographer & Creative) Luca Schiefer <b>Journee</b> , XXX_11v151131_M06 (1-1PR.f2R.SM), Sebastian Zimmerhackl (Disruptive Memetician), Stephan Huber <b>Style in Progress</b>	<b>LinkedIn 2.0: Boost Your Business with Game-Changing Hacks!</b> Patrick Bergmann <b>Famefact</b>
12:45	<b>How to TikTok, Fashionably</b> Philippe Gales <b>TikTok</b>	<b>How to apply technology for good</b> Georgios Athanassiadis & Sarah Warsaw <b>Your Majesty</b>
13:20	<b>What to watch out for - The next black swan is just around the corner</b> Richard Federowski <b>Roland Berger</b>	<b>How to create cultural credibility through meaningful collaborations with brands or talents</b> Susanna Knorr & Matze Kern <b>Mikado Culture</b>
13:55	<b>Synergien erzeugen, statt in Konkurrenz zu gehen.</b> Cheryl Mühlen <b>J'N'C</b> , Engin Temiz <b>VBG</b> , Patrick De Sousa Grangeiro <b>Atelier Roupa ADR</b> , Vreni Jäckle <b>Fashion Changers</b> , Anita Tillmann <b>Premium Group</b>	<b>How to create a luxury fashion brand in under 15 minutes with AI</b> Robin Reuschel & Oliver Breucker <b>Roover Metaverse Consulting</b>
14:30	<b>Hospitality Fusion: der wegweisende Ansatz für die Verbindung von Gastfreundschaft und Einzelhandel</b> Daniel Steindorf <b>No Rooms</b> Inga Klaassen <b>J'N'C</b>	
15:05	<b>Circular Fashion &amp; Imperfects</b> Kirsty Keogh <b>Ebay</b> Janis Künkler <b>reverse.supply</b> Evolena de Wilde d'Estmael <b>Faircado</b>	<b>Brands X Platforms: Meeting the Wave of Conscious Consumers</b> Lou Croff Blake <b>studio MM04</b> Kate Hobson-Lloyd <b>Good On You</b> Oskari Mikkola <b>IVALO</b> Mikko Siukosaari <b>Ninyes</b> Michael Dietz <b>Good Labels</b>
15:40	<b>How to move away from a linear to a circular mindset in fashion</b> Sennait Ghebream (Author, Academic)	
16:15	<b>The Social Chat</b> Kate Foran & Natascha Hamel <b>Cee Cee Creative</b>	<b>Good Clothes Fair Pay</b> <b>How can the EU and its citizens create a fair fashion industry worldwide, right now?</b> <b>Press Event</b>
17:00	<b>WAA Live Podcast</b> w/ Daria Suvorova and Guya Merkle <b>Vieri</b>	<b>Fashion Revolution Germany &amp; Solidaridad Deutschland</b>
17:30		
18:00		

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