

# STAGE SCHEDULE

7 - 9 JULY 2022 BERLIN

FASHIONTECH CONFERENCE



CONSCIOUS CLUB CONFERENCE



TALKS  
MUSIC STAGE  
SOUL SESSIONS  
MAKER SPACE

The  
Ground



P R E M I U M  

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G R O U P

# THURSDAY 7 JULY

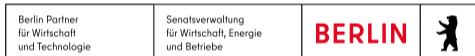
FASHIONTECH CONFERENCE  
CO-CURATED BY YOONAVERSE



PROFESSIONALS ONLY

OPEN TO ALL

TIME	MODULE	SUBJECT	SPEAKERS
10:00 - 10:25	DOORS OPEN		
10:25 - 10:30	OPENING TALK		JÖRG ARNTZ & ANITA TILLMANN PREMIUM GROUP ANNA FRANZISKA MICHEL YOONA.AI
10:30 - 11:30	TW TREND-INFO 🇩🇪	<b>KEYNOTE</b> Current trends and developments in womens- and menswear for spring/summer 2023	<b>ANDRÉ BANGERT</b> TEXTILWIRTSCHAFT <b>LEONIE CHRISTIANS</b> TEXTILWIRTSCHAFT <b>SILKE EMIG</b> TEXTILWIRTSCHAFT
11:35 - 12:20	OPTIMISE YOUR CONNECTION WITH RETAILERS 🇬🇧	<b>PANEL</b> How a content-based digital marketing strategy can increase sales for fashion brands	<b>JOANNA EGEBERG NIELSEN</b> MOSMOSH <b>JENS HAMBORG KOEFOED</b> VOCAST <b>KEVIN KAFESU</b> NORSE PROJECTS
12:20 - 13:00		<b>PANEL</b> The future of wholesale: challenges & opportunities	<b>CAROLINA ALVAREZ-OSSORIO SPEITH</b> ECOALF <b>ALAN CUNNINGHAM</b> JOOR <b>BENNY JANDL</b> DRYKORN
13:30 - 14:00	CREATOR ECONOMY 🇬🇧 🇩🇪	<b>KEYNOTE</b> Fashion on TikTok - how to grow your brand	<b>SAHRA ALDUJAILI</b> TIKTOK
14:00 - 14:50		<b>PANEL</b> How to leverage data to optimise your influencer marketing	<b>ISABELLA MENG</b> LTK <b>HANNA SCHUMI</b> CREATOR <b>MUBARAK IDRIESS</b> CREATOR <b>STORM WESTPHAL</b> CREATOR
14:50 - 15:20		<b>TALK</b> 🇩🇪 Lost in music	<b>SASCHA EHLERT</b> DAS WETTER <b>DIRK SCHÖNBERGER</b> MCM WORLDWIDE
15:20 - 15:35	DISCOVER THE FUTURE OF ARTIFICIAL INTELLIGENCE NOW 🇬🇧	<b>KEYNOTE</b> AI everywhere	<b>ANNA FRANZISKA MICHEL</b> YOONA.AI
15:35 - 16:00		<b>PANEL:</b> The innovation challenge	<b>ALESSANDRO FRANZESE</b> THE PAAC <b>KSENIA LUPEKHINA</b> APART FASHION <b>ANNA FRANZISKA MICHEL</b> YOONA.AI <b>MARCO RUFFA</b> PINKO
16:20 - 17:00	ONLINE MARKETING ROCKSTARS 🇩🇪	<b>TALK</b> State of the internet	<b>ROLAND EISENBRAND</b> OMR
17:00 - 17:20	METAVERSE 🇬🇧	<b>KEYNOTE</b> Fashion in the metaverse - vive la révolution	<b>THOMAS LORENZ</b> JOURNEE
17:20 - 17:50		<b>PANEL</b> Metaverse - top or flop?	<b>OLIVER LANGE</b> H&M BEYOND <b>THOMAS LORENZ</b> JOURNEE <b>URS KONSTANTIN ROUETTE</b> META HEADS <b>HAKAN TEMÜR</b> LSTNR GROUP <b>BEATA WILZCEK</b> THE DEMATERIALISED
17:50 - 18:20		<b>KEYNOTE</b> NFT digital art and fashion	<b>ANNA GRAF</b> MISA.ART <b>THAKANE BAZILL</b> TAKAII
18:20 - 18:50		<b>KEYNOTE</b> Virtual entertainment: let's rock the metaverse!	<b>HANS ELSTNER</b> ROOM <b>PHILIPP HELMERS</b> SEEKERS EVENT GMBH



IG @FASHIONTECH.CONFERENCE  
#FASHIONTECHBERLIN

WIFI: PREMIUMGROUPEVENTS  
PW: JULY2022

## MASTERCLASSES 7 & 8 JULY

BENEFIT FROM THE KNOWLEDGE OF SUCCESSFUL COMPANIES  
IN INTERACTIVE MASTERCLASSES

### THURSDAY

**11:30 - 12:30** LAUNCHMETRICS  
DATA-DRIVEN STRATEGIES TO CREATE  
EFFECTIVE BRAND CAMPAIGNS

**13:00 - 14:00** CHAINBALANCE 🇩🇪  
HIDDEN GROWTH POTENTIAL – HOW YAYA MANAGES  
RETAIL SPACE WITH INTELLIGENT SOLUTIONS

**14:30 - 15:30** VOCAST  
MOSMOSH'S 10 MUST DOES TO SUCCESSFULLY SUPPORT  
WHOLESALE WITH DIGITAL CONTENT AND DRIVE SALES

**16:00 - 17:00** JOOR  
BEST PRACTICES FOR VIRTUAL SELLING

### FRIDAY

**11:30 - 14:00** YOONAVERSE  
FASHION TECH PITCH COMPETITION

**14:30 - 15:30** JOOR 🇩🇪  
BEST PRACTICES FOR VIRTUAL SELLING

**16:00 - 17:00** YOONA.AI  
THE HITCHHIKER'S GUIDE TO THE NFTS

**17:30 - 18:30** H&M BEYOND  
HELLO CIRCULARITY: TECH-DRIVEN SHIFT FROM  
SINGLE- TO MULTI-TRANSACTIONAL MODELS

**ALL MASTERCLASSES ARE HELD IN THE MASTERCLASS ROOM,  
NEXT TO THE BUYERS LOUNGE, AT THE FUNKTURM**

## EXPERIENCE SPACE 7 - 9 JULY HALL 1

EXPLORE COMPANIES FROM THE FASHION & TECHNOLOGY INDUSTRY  
PRESENTING THEIR LATEST DEVELOPMENTS & SOLUTIONS



H11-C 27



H11-C 36



H11-A 01



H14-B 05



H11-C 35



H11-B 22



H11-C 31



H11-C 27

# FRIDAY 8 JULY

SEEK CONSCIOUS CLUB CONFERENCE  
CO-CURATED BY **studio MM04**



PROFESSIONALS ONLY

OPEN TO ALL

TIME	MODULE	SUBJECT	SPEAKERS
9:30 - 10:30	DOORS OPEN		
10:30 - 10:40	WELCOME		JÖRG ARNTZ ANITA TILLMANN, MAREN WIEBUS PREMIUM GROUP MAX GILGENMANN STUDIO MM04
10:40 - 10:50	WIND FOR CHANGE	<b>KEYNOTE</b> A world in crisis - time for systemic change	VALERIA BORSCH GIATA & WTECH BERLIN
10:50 - 11:15	MAY THE CHILDREN OF TOMORROW SHARE THEIR DREAMS	<b>INTERVIEW</b> All we need to know about the new EU textile and circularity strategy	INGO STRUBE FEDERAL MINISTRY FOR THE ENVIRONMENT (BMUV)
11:15 - 11:35		<b>INTERVIEW</b> Denim - from a dirty dancer to a sustainability darling	TONY TONNAER KINGS OF INDIGO
11:35 - 11:45	THE ZEITGEIST	<b>PITCH</b> Sustainable Brand Platform	ALEX ALBINI SUSTAINABLE BRAND PLATFORM
11:45 - 11:55	HOW BRANDS AND PLATFORMS OVERCOME EVERYDAY AMBIVALENCES	<b>PITCH</b> Staiy	ALLESSANDRO NORA STAIY
11:55 - 12:20		<b>INTERVIEW</b> Sustainability is not enough - let's become positive!	LAVINIA MUTH CONSULTANT & EXPERT FRIEDERICKE VON WEDEL-PARLOW BENEFICIAL DESIGN INSTITUTE
13:00 - 13:10	THE CLAIMS	<b>KEYNOTE</b> Why CO2e is becoming the main current measure for sustainability performance	JULIA SABROWSKI PLANETLY BY ONETRUST
13:10 - 13:35	HOW TO COMMUNICATE CONSCIOUSLY AND AVOID GREENWASHING	<b>INTERVIEW</b> The important role of data and transparency for becoming a credible sustainable brand	MAGNUS DORSCH ABOUT YOU SCOTT LIPINSKI FASHION COUNCIL GERMANY
13:35 - 14:00		<b>INTERVIEW</b> The important role of certification - 2.0	SEBASTIAN HEROLD GREEN BUTTON HENNING SIEDENTOPP MELAWEAR
14:00 - 14:45		<b>PANEL</b> How to tell sustainability stories - shiny but not washed	CARINA BISCHOF FASHION REVOLUTION GERMANY JOHAN GRAFFNER DEDICATED ANNABELLE HOMANN LANIUS ROMAN HOULBREQUE RETRACED
14:45 - 14:55	THE FUTURE	<b>KEYNOTE</b> Now mushrooms can be magic	ANNE PHILIPPI THE NEW HEALTH CLUB
14:55 - 15:05	HOW CONSCIOUS LIFESTYLE AND VIRTUAL FASHION ARE CHANGING THE FASHION CULTURE AND INDUSTRY	<b>KEYNOTE</b> How next generation materials can save fashion's future	MELINA BUCHER FOUNDER
15:05 - 15:50		<b>PANEL</b> How to be sustainable in the virtual world	TIM DEVLIN UNITY ANN-BRITT DITTMAR TRASHYMUSE MARJORIE HERNANDEZ LUKSO & THE DEMATERIALISED ANNA FRANZISKA MICHEL YOONA.AI
15:50 - 16:20	VISIONS FOR CHANGE	<b>INTERVIEW</b> How sustainability has become the new cool and how it influences consumption culture?	ORSOLA DE CASTRO FASHION REVOLUTION CHRISTOPHER RAEBURN RÆBURN
16:20 - 16:50	AFTER ALL – CULTURE EATS STRATEGY FOR BREAKFAST	<b>INTERVIEW</b>	MAGDALENA SCHAFFRIN STUDIO MM04 KATRIN GÖRING-ECKARDT GERMAN PARLIAMENT, BUNDESTAG

THURSDAY 7 - 9 JULY  
FRIDAY  
SATURDAY



The  
GROUND

## THE GROUND TALKS

### THURSDAY

- 16:20 - 17:00 STATE OF THE INTERNET
- 17:00 - 17:20 FASHION IN THE METAVERSE - VIVE LA REVOLUTION
- 17:20 - 17:40 METAVERSE - TOP OR FLOP?
- 17:40 - 18:10 NFT DIGITAL ART AND FASHION
- 18:10 - 18:40 VIRTUAL CONCERTS - LET'S ROCK THE METAVERSE!

### FRIDAY

- 16:20 - 16:50 HOW POLITICAL IS FASHION
- 17:00 - 17:40 THE FUTURE IS GENDERLESS!?
- 17:45 - 18:15 „HI, I HAVE AN STD“: HOW OPEN ARE WE ABOUT SEXUAL HEALTH, REALLY

### SATURDAY

- 13:30 - 14:00 PATIA'S FANTASY WORLD W/ LOVEFOXY
- 14:00 - 14:30 IS THE BEAUTY INDUSTRY STILL FAILING BIPOC WOMEN?
- 14:30 - 15:20 CRICKETS AND KIMCHI: WHAT THE FUTURE HAS IN STORE FOR FOOD

## MUSIC STAGE

### THURSDAY

- 12:00 - 13:00 DTF
- 13:00 - 14:00 CHROMESHEEP
- 14:00 - 15:00 DJ KILLING
- 15:00 - 16:00 DAVI BPLR
- 16:00 - 17:00 NUNGUJA
- 17:00 - 18:00 JAXX TMS
- 18:00 - 19:00 DIPPED IN COLORS
- 19:00 - 19:30 HANABY
- 19:30 - 20:00 EFFENBERGER COUTURE FASHION PERFORMANCE
- 20:00 - 22:00 ANTE PERRY
- 22:00 - 01:00 KID SIMIUS
- 01:00 - 04:00 FLOYD LAVINE

### FRIDAY

- 12:00 - 13:30 SIMON KAISER & DEADHYPE
- 13:30 - 14:30 BABY B3NS
- 14:30 - 15:30 ABUGLITSCH
- 15:00 - 16:00 DANCE SHOW ACT POWERED BY RED BULL
- 16:00 - 17:00 LOVEFOXY
- 17:00 - 17:30 EFFENBERGER COUTURE FASHION PERFORMANCE
- 17:30 - 18:00 KARL KANI PRESENTS: SKI AGGU, KAZONDABEAT, XAVER
- 18:00 - 22:00 OVERKILL X PUMA BERLINERLUFT RAVE GROBI, DJ JNS

### SATURDAY

- 12:00 - 13:30 JADA
- 13:30 - 15:00 KIKELOMO
- 15:00 - 20:00 LARGER THAN LIFE BALL BY THE HOUSE OF GORGEOUS GUCCI SUPPORTED BY GLAMOUR
- 20:00 - 22:00 LSDXOXO

## SOUL SESSIONS

### THURSDAY, FRIDAY & SATURDAY

13:00 - 19:00

### THE GROUND SOUL SPACE BY CLAY X JULIAN BEING

A safe space for you to take care of your mental health, develop honest human connection, or expand yourself sexually. Join us and celebrate the diversity of humanity. No matter whether you are on a quest for healing, bonding, self-expression, or simply want to slow down, you will find a session that you'll love

## MAKER SPACE

### THURSDAY, FRIDAY & SATURDAY

13:00 - 20:00

### PLATTE X THE GROUND MAKER SPACE

Creative workshops all day with:  
SF1OG, Therapy Berlin, MAC, That Gay Creation, Cricut...and more