

# DAY 1

# 16 JANUARY

## SEEK TALKS

SEEK

10:30	Chats & Check-Ins Press X SEEK	PRESS GET-TOGETHER <b>Team</b> SEEK	
11:00	Fashion Purpose Report Release	PRESS CONFERENCE <b>Max Gilgenmann</b> studio MM04 <b>Matti Lamminsalu, Outi Pyy</b> Ivalo.com	EN
11:35	Beyond Trends – DEIB is Fashion's Future	COMMUNITY CLASS <b>Lou Blake</b> studio MM04	EN
12:45	Trendspotting 2024 – a social media fashion show!	COMMUNITY CLASS <b>Patrick Bergmann</b> Famefact	DE

RETAIL EXPERTS HOST **Colin Marco Göbel-Thoma** CMGT CONSULTING

13:30	Retailing with Purpose Handel im Wandel – und die Kunden?	PANEL <b>Max Gilgenmann</b> studio MM04 <b>André Gizinski</b> L&T <b>Hannah Kromminga</b> GIFTD & Greentech Alliance <b>Mimi Sewalski</b> Avocadostore <b>Valerie Vogel</b> engelhorn	DE
14:20	Creating a community	PANEL <b>Charlotte Brattinga</b> Brand News Podcast <b>Medo Diet</b> Homegirl Store	EN
15:00	Chancen im Generationenmix – Warum es an der Zeit ist, Recruiting & Leadership zu verändern!	CONVERSATION <b>Steffen Liese</b> JD Sports <b>Cheryll Mühlen</b> J'N'C	DE
15:35	Pricing, Profiling & Positivity – Erfolgsstrategien in Zeiten der Disruption	PANEL <b>Sebastian Haufellner</b> Lodenfrey <b>Colin Marco Göbel-Thoma</b> CMGT CONSULTING <b>Carl Tillessen</b> Deutsches Mode Institut	DE
16:10	Retail Realness – A no-bullshit guide for brand spaces	PANEL <b>Lilli Benz, Meike Finkelnburg</b> Designplus <b>Yannick Dietrich</b> Breuninger	DE
16:45	Platforms for change – The challenges and opportunities in promoting sustainable fashion	IMPULSE <b>Salah Said</b> Klarna <b>Penny Whitelaw</b> Good on You	EN

# DAY 2

# 17 JANUARY

## SEEK TALKS

SEEK

11:00	Sustainability on Socials	LIVE-PODCAST <b>Patrick Bergmann</b> Famefact <b>Mia Heresch</b> Host <b>Magdalena Schaffrin</b> studioMM04	DE
11:35	Diversity for sale? Let's cut the crap.	PANEL <b>Samuel Benke</b> Author <b>Sophia Emmerich</b> Photographer <b>Christian Ruess</b> Container Love	EN
12:10	Re-thinking ownership as a business model – Case study of the <i>adidas Laundromat</i>	PANEL <b>Jessica Arnold</b> adidas <b>Nicolas Escobar</b> About Kokomo <b>Rune Orloff</b> Pool <b>Sabine Rogg</b> Trendbüro	EN
12:45	Diversity, equity, and inclusion are more than just buzzwords.	CONVERSATION <b>Cheryll Mühlen</b> J'N'C <b>Chiderah Sunny</b> Sunny PR	EN
13:20	Decoding Change – Cultural shifts and consumer trends for 2024	IMPULSE <b>Sabine Rogg</b> Trendbüro	EN
13:55	The planet doesn't need another clothing brand. (But this is why we started one anyway)	IMPULSE <b>Anthony Lui</b> A New Sweden	EN
14:30	Tough Love - My complicated relationship w/ sustainable fashion	POEMS <b>Cherie Birkner</b> Photographer, Creative Director, Filmmaker	EN
14:45	How can we inspire better consumer choices in a greenwashed world?	IMPULSE <b>Penny Whitelaw</b> Good on You	EN
15:20	Mental Health in Fashion – Real Talk: Wie geht es uns wirklich?	PANEL <b>Marvin-Mario Bahome</b> Stylist & Artist <b>Florian Müller</b> MÜLLER PR & CONSULTING <b>Fredericke Winkler</b> Akademie Mode & Design	DE
15:55	A Polish movement of sustainable companies	PANEL <b>Ewa Polkowska</b> Sustainable Fashion Institute <b>Malgorzata Schluemer</b> Polish Trade and Investment Agency <b>Zuzanna Krzątała</b> Vogue Poland <b>Martyna Zastawna</b> WoshWosh	EN