

FASHINNOVATION FASHION TECH **PARIS**

IMMERSIVE LEARNING & BUSINESS
Experience [2023] March 6th - 10th

A NON-TRADITIONAL EXPERIENCE THAT WILL MAKE YOU RETHINK THE FUTURE OF YOUR BUSINESS.



FASHINNOVATION

Fashion & Innovation are two strong words that can never walk apart.
Fashionnovation is a global platform connecting the fashion & tech industries through powerful networking.

**FASHION INSPIRES.
TECHNOLOGY FACILITATES.**

Entrepreneurship Makes It Happen.



THE PROGRAM

IMMERSIVE LEARNING & BUSINESS EXPERIENCE

FashionTech PARIS is an exclusive training program for entrepreneurs and executives in the fashion industry.

It was designed to be an immersive learning experience within Paris' fashion ecosystem, through interaction with leaders of the industry, institutions, and technologies that are at the forefront of transformation and redefining the global fashion business.



THE PROGRAM

IMMERSIVE LEARNING & BUSINESS EXPERIENCE

- Enabling a powerful networking channel with leaders of the industry
- See how the Fashion Industry is shaped in different cultures
- 5 intense days filled with guided visits to the headquarters and flagship stores of fashion houses, startups, brands, and companies.
- C-suits and directors from these companies will welcome us into their offices/headquarters/flagship stores
- Learn from the leaders of the industry



THE PROGRAM

IMMERSIVE LEARNING & BUSINESS EXPERIENCE

Our goal is that each professional and entrepreneur comes back with insights, knowledge, and even new partners that can revolutionize one's company. Join us on guided technical tours of companies and institutions, exclusive brands with top designers, founders and managers.



THE AGENDA

- Brands
- Luxury Market
- Startups & traditional French Endeavors
- Universities / Academic





istitutomarangoni
the school of design



CLAUDIE PIERLOT
PARIS

JONAK
PARIS

Chatelles
PARIS

IfM | INSTITUT
FRANCAIS
DE LA MODE

LE **BHV** / MARAIS

LVMH

VEJA

ba&sh

DAY 1

12 PM - 2 PM Opening lunch

The program will be filled with 5 intense days. At the opening lunch we'll introduce ourselves, go over the agenda and all details. And, of course, have an amazing lunch at an amazing restaurant!

3 PM - 5 PM L'institut Marangoni Paris

To open the program, we'll spend the afternoon at L'institut Marangoni Paris, for a lecture about the French Luxury Market and Innovation, followed by a workshop on the same theme.

DAY 2

9 AM - 12:30 PM

LVMH Startup Incubator @ Station F

The LVMH place to find, co-craft, and produce innovative solutions via startups and intrapreneurship. LVMH's Head of Innovation will welcome us at Station F (the world's largest startup incubator), to explain more about their open innovation program. We'll hear from 3 French Startup that were a part of the LVMH program. After the 2 hours program, we'll have lunch at Station F.

2 PM

Ba&sh* or similar

Found in more than 400 stores around the world, the ba&sh style remains distinctly Parisian. The French fashion label ba&sh was founded by friends, Barbara Boccara and Sharon Krief and is known for offering luxe, bohème ready-to-wear that just calls for the summer.

DAY 3

10 AM Nelly Rodi

NellyRodi is a consulting agency, a forecasting expert for the creative industries, and has offices in Paris, New York, and Tokyo. Pierre, NellyRodi's founder, will welcome us for a conversation about forecasting and the French market.

2 PM Institut Français de la Mode

The Grande Ecole of fashion: Institut Français de la Mode trains the world's talents in the fields of design, management and craftsmanship in the heart of Paris. Franck, the Director of the Specialized Master - Fashion and Luxury Management, will welcome us for a talk and special visit.

3 PM Claudie Pierlot *or similar

Claudie Pierlot is an accessible luxury brand. It's part of SMCP Group, a French company with four brands: Sandro, Maje, Claudie Pierlot & De Fursac. All four are inspired by Parisian chic. Present in 41 countries, the Group comprises a network of over 1,600 stores globally and a strong digital presence in all its key markets.

DAY 4

10 AM Chatelles

Chatelles is a French brand of customizable slippers for women - Parisian, timeless and comfortable shoes. A typical French boutique.

2 PM Jonak Paris Since 1964

With over 30 stores in France, and a market presence in over 15 countries, Jonak is a traditional shoe brand. Marcel Nakam, CEO and co-owner of Jonak, alongside his sister, will welcome us into their flagship store in Paris.

5 PM Le BHV Marais

Department store founded 160 years ago. Le BHV Marais is the only lifestyle department store in Paris.

CHANEL, COACH, ZADIG & VOLTAIRE, CHLOÉ, HERMÈS & many other brands.

DAY 5

10 AM
VEJA

François, VEJA's founder, will welcome us at their office and flagship store to share more details about the brand's history, market, and expansion across the world, as well as supply chain and sourcing in Brazil.

1 PM
Closing lunch

INVESTMENT

IMMERSIVE LEARNING & BUSINESS EXPERIENCE

[November 2022] promotional fee

Get in touch to receive more information!

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