



FASHIONTECH BERLIN

THE CONFERENCE ON
THE FUTURE OF FASHION

PRESS RELEASE

26 JANUARY 2016

www.fashiontech.berlin

#FASHIONTECH STARTS HERE IN BERLIN

The fourth episode of the popular event format was another great success!

"When technology and fashion make love, great things happen," said Anita Tillmann at the opening of the one-day #FASHIONTECH BERLIN conference as part of PREMIUM.

Visitor numbers reached a record high: 3,100 interested visitors crowded into the event space on the fourth floor of the Kühlhaus.



Even Berlin's governing mayor, Michael Müller, visited the #FASHIONTECH conference and praised the innovative skill behind the new format.



The three broad, core topics of the one-day conference, E-Commerce & The Future of Retail, Wearables & Design, and Digital Marketing & Communication, offered plenty of material for a lively exchange about the future of the fashion industry.

Ulric Jerome from matchesfashion.com spoke about the future of the luxury retail business, Jeremy Tai Abbett from Google about the fact that technology firms are the new source of competition for the fashion industry, while Stefan Wenzel from Brands4Friends/ Ebay Fashion offered an insight into curated, cross-channel fashion commerce.



A visual high point was, undoubtedly, the Wearables & Design area, in which the spearheading figures in wearable design, composed of Lisa Lang from ElektroCouture, Laura Wass from WXYZ Jewelry, Pauline van Dongen and Anouk Wipprecht, presented their collections and collaborations. Not forgetting the striking outfit from Theo-Mass, with its silver discs and spikes, which presented the public with his book on the pioneers of the fashion industry: „Otherworldly: Avant-Garde Fashion and Style“.



In the Digital Marketing and Communications area, major brands such as Pinterest and style strategists such as Yvan Rodic from Facehunter reported on the multifaceted campaign opportunities presented by social apps.



In addition to the presentations on the stage, current collections from fashion designers, new production methods such as 3D and Lasercutting, plus the latest apps were all presented in the spacious exhibitor area.



Practical workshop and round table discussions provided another innovation to the conference: here, participants could hold in-depth discussions with the speakers after the presentations and use the exchange as a targeted medium for networking. Sebastian Pass and Mark Stevers from the accountancy firm KPMG AG and Ulric Jerome from the luxury e-commerce platform Matchesfashion.com were among those taking questions from the floor.



The audience showed by its very variety what the innovative event format at #FASHIONTECH BERLIN constitutes and how up-to-the-minute and interdisciplinary the topic is for various different industries. Moderator and industry insider Ole Tillmann skilfully drew in the viewers using a Catch Box: he threw the microphone cube into the crowd and the person catching it had to introduce themselves. This led to different individuals having a chance to speak, including a professor of fashion management, a start-up entrepreneur on the hunt for co-founders, and a fashion blogger who introduced her blog page.

"The success of #FASHIONTECH has exceeded our expectations by a long way. The scope of the conference as a platform for exchange and information for both the fashion and tech industries has struck a chord with what is happening right now. Our skill as organisers lies in bringing together the right players and evaluating the most up-to-date and relevant content for the format. The demand is so high that we have decided to add a second day to this event next season, which will be conceptualised around the topic of Wearable Design and Smart Textiles. The goal is to present the innovations in this area and to accelerate the exchange between the designers of the future and the manufacturers of technical textiles." Anita Tillmann, Managing Partner PREMIUM Group.

#FASHIONTECH BERLIN was accompanied live on the streaming platform Periscope; the videos from the different talks will soon be available online.

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