

CALENDAR

Monday – September 18

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| 11:00 am | WGSN TRENDS - Gen z topic: the Tiktok trend cycle – MICAMX, Pav. 1
<i>KIM MANNINO – Director of Trend Curation, WGSN</i> |
| 11:30 am | SS 24 BUYER GUIDE - Trends and must haves by Livetrend – MICAM X, Pav. 1
<i>BARBARA MAIOCCHI - CEO & co-founder, LIVETREND</i>
<i>JIULIA STRATMANN - Senior trend analyst, LIVETREND</i> |
| 12:00 pm | SUSTAINABILITY - Carbon neutrality, circularity, operations and designs: new terms and realities on sustainability – MICAMX, Pav. 1
<i>FEDERICO BRUGNOLI – MICAM X curator and moderator, CEO Spin360</i>
<i>EMILY MOBERG - Director, scope 3 carbon measurement & mitigation, WWF</i>
<i>NOEMIE DUMESNIL - Chief operations officer, Authentic Material</i>
<i>LIZ ALESSI - Sustainability consultant, Liz Alessi Consulting</i>
<i>MARCO GUAZZONI - Global Sustainability Director, Vibram</i> |
| 12:00 pm | DIGITAL FASHION – Challenges and opportunities of the digital revolution for made-in-Marche – Pav. 1 Stand D03 |
| 2:00 pm | SUSTAINABILITY - Legislation, strategy and metrics – MICAMX, Pav. 1
<i>FEDERICO BRUGNOLI - MICAM X curator and moderator, CEO Spin360</i>
<i>RITA TARDIOLO - Lawyer BIRD&BIRD</i>
<i>ALDO POZZOLI - Principal Director, Sustainability Strategy & Services, Accenture</i>
<i>MARGUERITE LE ROLLAND - Industry Manager, apparel and footwear, Euromonitor</i> |
| 3:00 pm | HDS/L Press Conference – Pav. 5 Stand F22 |
| 3:30 pm | WGSN TRENDS - AW24/25 Womens & mens core footwear focus – MICAMX, Pav. 1
<i>TAMARA LEGUIA – Senior client & trend consultant EMEA, WGSN</i> |
| 4:30 pm | INTERNATIONAL LAB OF MITTELMODA – The Fashion Award - MICAM X, Pav. 1 |
| 6:30 pm | THE PARTY WAY – with Djset – MICAMX, Pav. 1 |

Promosso da:



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trends and materials |

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