

LINEAPELLE

A NEW POINT OF MATERIALS

PROGRAM

Talks

Fashion Theatre

SEPTEMBER 22nd

H. 13.00 OPENING EVENT

Let's open the conversation between different voices. Fulvia Bacchi Exhibition and Industry, Orietta Pelizzari, International Scenario, Giusy Bettoni, Responsible Innovation & sustainability Expert, Loreto Di Rienzo, Technology Manufacture. An opinion comparison that introduces the subjects that will be explored during the webinars.

H. 13.45 INNOVATION AS AN IMPORTANT ISSUE IN OUR SOCIETY

Why Innovation is important in our society. Or better why innovation is the most important issue in our contemporary society.

- TheMillsFabrica: Christian Layolle, head of UK

H. 16.30 RESPONSIBLE INNOVATION

What is it and what does it represent. How and why it has become such a fundamental element for the new generation of successful business. Some case histories will show how they faced "Responsible Innovation".

- Dan Widmaier, CEO of Bolt Thread. A new generation of company and material.
- Celestino Panzeri, CEO of Limonta. Know how and research of a structured heritage company approaching new materials.
- Leonardo Cappelletti, Commercial Director Footwear & Leather Goods of Gruppo Mastrotto. Responsible Innovation. From ethics to processes know-how, to product.
- Stefano Babbini, CEO of Mogu. A new generation of technology based on Mycellium with a totally made in Italy proposal. Responsible innovation to come soon.

Moderator: Giusy Bettoni, CEO of C.L.A.S.S.

We face a new generation of responsible Finance. What does this mean? We are going to evaluate together how new responsible finance strategies and tools are going to integrate and implement social,

environment and governance (ESG) criterias inside fashion dynamics in order to improve new growth models. Let's have a deep but simple look at this concept from different perspectives

- From a company whose business model is a start up: Christian Layolle, head of UK TheMillsFabrica.
- From a new concept technology: Mark Herrema, CEO of Newlights.

Moderator: Giusy Bettoni, CEO of C.L.A.S.S.

SEPTEMBER 23rd

H. 12.30 MANUFACTURING TECHNOLOGY

How responsible manufacturing have its own value in sustainability? Let's listen to the points of view and experience of some innovative companies that approach manufacturing in a responsible way:

- Framis Italia - Thermoadhesive applications: how disruptive innovation can change the future of fashion. Andrea Rebonato, Marketing and Product Development
- Stratasys - 3D printing technology: promoting environmental consciousness enhancing production efficiency. Guy Shirazi, Director, Product Management, Design Business Unit
- Coloreel - Sustainable and creative embroideries: the next generation of responsible embroidery technology. Henrik Linder, Vice President Marketing & Communication
- Pleaf - Planet Life Economy Foundation: responsible technology through a sustainable business organization. Paolo Ricotti, Founder PLEF
- Alexander Zar, CEO of La La Land, Los Angeles USA - About technological manufacturing: a point of view from California. Alexander Zar, Production and design. Social accessory production
- Giancarlo Dani, chairman of Gruppo Dani - Technology and circular processes in Automotive.

Moderator: Loreto Di Rienzo, Technology ambassador of D-house by Dyloan

H. 15.45 SUSTAINABLE BIOTECHNOLOGY FOR NATURAL LEATHER

- Evolved by Nature (Italian language)

H. 16.45 ECOVATIVE

- Gavin McIntyre, Co-Founder and Director of Business Development of Ecovative Design, New York USA

H. 17.30 RETAILERS AS THE NEW FASHION SUSTAINABILITY

Retailers are taking a key role in defining guidelines on the issue of responsibility. Consumers dictated their real interest on sustainability. Which terms are most suitable and coherent in the retail / buyer / consumer language? Which area are most effective to be trusted by consumers?

- Orietta Pelizzari: consumers sentiment in relation to Responsible Innovation from international buyer perspective: (Europe, South Korea, China, Japan, USA,)
- Giusy Bettoni, CLASS perspective.
- Cristiano Gellera, Luxury Business Consultant on Circular Economy. Europe, USA.

Moderator: Orietta Pelizzari

SEPTEMBER 24th

H. 14.30 SUSTAINABLE BIOTECHNOLOGY FOR NATURAL LEATHER

- Evolved by Nature (English language)