

# 16<sup>th</sup> International Textile and Fashion Conferences

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## Fashion Technology and the Digital Revolution

Saturday, the 23rd of April 2016, 11.30am / Villa Noailles

The digital world has caused "Unicorns" to inhabit the worlds of fashion, retail and media. Will tracking the traffic of luxury goods and fashion clients eventually become as important as the product itself? In a sector where companies are well-known for building their heritage via a remarkable product range, it is possible for strong digital companies that follows the behavior of its luxury clients to have a strong competitive edge over companies that operate more traditionally?

Isn't The "See Now/Buy Now" a symptom of the overall pressure of media-savvy companies to monetize their traffic at the expense of retailers and traditional luxury companies? More generally, which will provide a more competitive advantage? Consumer data or the product offering? The round table discussion of Fashion Technology & the Digital Revolution will try to decipher the ever-changing competitive positions between the fashion industry and digital media.



Laurent Raoul / *moderator*

Laurent Raoul is an IT consultant at the firm XLconseil specialized in information systems and supply chain management. In addition, he is a permanent professor at the Institut Français de la Mode, responsible for logistics and information systems. Prior to consulting, Mr. Raoul was the industrial and operations director for Thierry Mugler. Before joining the fashion house, he headed up the technology department at IFM from 1986-1992. Upon graduating from the Institut National Polytechnique de Grenoble with a degree in industrial information systems, Mr. Raoul joined France's Research Ministry working within the Centre de Prospective (The Center for Prospective Studies).



### **Maxime Coupez / speaker**

Maxime Coupez is a Project Director at Fabernovel. He joined the innovation firm in 2009 to conduct an R&D project aimed at experimenting new business models for the media industry. He then moved to the client side of the business working with big companies on their digital development. Mr. Coupez specializes in coordinating large innovation projects in complex technical environments. He currently covers subjects like data-driven marketing, programmatic advertising, connected objects, and new business models in the digital era across various industries: culture and entertainment, retail and consumer goods, luxury, utilities and transportation. Prior to joining Fabernovel, Mr. Coupez worked at Sotheby's as a market analyst. He was also part of the team that launched FID, a firm innovating the sale of fine art. Mr. Coupez graduated from the Paris Ecole des Mines.



### **Lucas Delattre / speaker**

Lucas Delattre is in charge of teaching communications, media and digital at IFM, and is a graduate of the Ecole Normale Supérieure (rue Ulm, class of 1985, arts/history), and also has a Media and Communication Masters from ESCP Europe (1989). He worked as a foreign correspondent and journalist in Germany from 1989 to 1997 (Le Monde) and then on the foreign desk at Le Monde in Paris from 1997 to 2001. He was deputy editor of Monde des Débats (2001). He was head of the Paris office of the Conseil de l'Europe from 2002 to 2005. Between 2006 and 2015, he has been in charge of communications for IFM. He has written Une envie de politique, entretiens avec Dany Cohn-Bendit et Guy Herzlich (La Découverte, 1998), and Fritz Kolbe, A Spy at the Heart of the Third Reich (Grove Atlantic, 2004).



### **Céline Lippi / speaker**

Céline Lippi has an extensive 15 years experience in High Tech in multi-cultural environments for emerging and established markets. She first has held various senior management roles in marketing for Fortune 500 companies. She launched and run the French subsidiary of Philips Business Communications in 2005, division acquired by NEC Corp. in 2008. Céline has developed since 2010 several initiatives at the intersection of fashion and technologies, first as a consultant, and by co-launching in 2011 F&T Lab, first hub dedicated to fashion-tech start-ups and designers. She co-founded Fashion Capital Partners in 2013, the first investment vehicle focused on Fashion-Tech start-ups. She also started an event series under the banner Decoded Fashion in Paris and more recently a Luxury Conference with the goal to accelerate digital & tech penetration and adoption within luxury sector. She also co-founded Fashion & Technology Lab, a new generation of Lab, pioneer in digital transformation in Fashion, Luxury and Beauty for brands and Retailers. FTL's founders are experienced senior professionals in management, entrepreneurship and venture capital who have worked at CEO and C-Suites level for fortune 500 companies and prestigious international groups. More recently she collaborated on a book on Luxury & Digital (released in March 2016, Dunod). Céline holds a Master in International Marketing & Economic Analysis from Helsinki Business Polytechnic



### **Eric Peters / speaker**

He joined DG CNECT in February 2015 as deputy Head of Unit in charge of the coordination of the Digital Single Market. Previously he joined the Bureau of European Policy Advisers of the President of the European Commission in 2011 as adviser for international and economic issues. Before joining the BEPA and since mid 2010, he was adviser to the French Permanent representative to EU institutions on international issues and strategic partnerships. In December 2007 he was appointed deputy Head of Cabinet to Peter Mandelson, European Trade Commissioner and then served Baroness Catherine Ashton of Upholland, European Trade Commissioner, as deputy Head of Cabinet. In May 2007 he was appointed diplomatic adviser to Christine Lagarde, who was then Minister of Agriculture and subsequently became Minister for Economic Affairs, Finance and Employment. From 2001 to 2005 he worked as an administrator within the European Commission's Directorate-General for Trade and then served as an adviser to the Cabinet of Christine Lagarde, France's trade minister, for European and international issues. Born on 25 January 1970, Eric Peters attended the École normale supérieure (Lyon) and the École nationale du génie rural, des eaux et des forêts (ENGREF). He holds a Master's degree in molecular and cellular biology and is a qualified ingénieur en Chef du Génie rural des Eaux et Forêts (senior agriculture, forestry and water management engineer). He regularly publishes articles in Newspapers e.g.- Le Monde, les Echos - and magazines e.g.- Europe's World -.