



THE 16th INTERNATIONAL TEXTILE AND FASHION CONFERENCES

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> Saturday, April the 23rd, 2016

10.30 am / FASHION TECHNOLOGY AND THE DIGITAL REVOLUTION.

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.

2.45 pm / INTERNATIONAL ADVANCEMENTS IN SUSTAINABLE DEVELOPMENT.

Last year, the Rencontres hosted a conference about sustainable development called "Sustainable Development: A Key Challenge for Fashion". Since then, events and discussions have changed the landscape as much as in the fashion industry as in the international fight against global warming. The Cop 21 Paris Climate Conference took place last year resulting in an ambitious agreement. Meanwhile, fashion labels seem to be reorganizing their production and the way they show their collections. Furthermore recycling, advocated by big companies, has found its place in the public domain. Our panel of international personalities will allow us to discuss those subjects; the focus will be to develop a right analysis of what's going on and to draw up concrete proposals.

5.30 pm / PROMOTING PHOTOGRAPHY IN 2016: NEW INTERFACES AND TRADITIONAL METHODS.

This round table discussion will explore the topic of the different kinds of platforms available to publish or display the work of photographers. The panel will include the view points and experiences of a photographer, a photographer's agent, a gallery director and a publisher. In the year 2016, what are the possible publishing interfaces for an artist's work given the new ways to construct an exhibit, the diversification and transformation of publishing, or the inevitable use of social networks? In this vast, innovative battlefield with blurred boundaries, we will question our four guests about their experience with these various publishing platforms, their current positions and what their strategy will be going forward given the multiplicity of possibilities.

The International Textile and Fashion Conferences are an initiative of the Fédération française de la couture, du prêt à porter des couturiers et des créateurs de mode in association with DEFI - Comité Professionnel de l'Habillement and in collaboration with the Institut Français de la Mode.