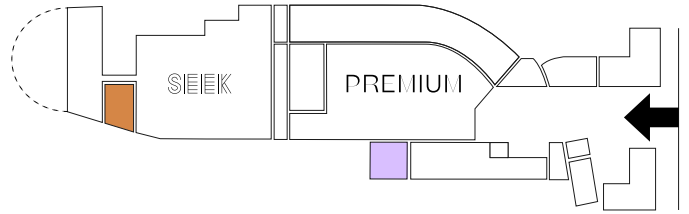


# TALKS

## 11 JULY 23



### CONTENT CUBE

### CONTENT STAIRS

11:00	<b>I-Commerce and the future of retail</b> Thomas Johann Lorenz <b>Journee</b>	KEYNOTE (EN)			11:00
11:35	<b>How to TikTok, Fashionably</b> Philippe Gales & Ciara Hanley <b>TikTok</b>	KEYNOTE (EN)	<b>LinkedIn 2.0: Boost Your Business with Game-Changing Hacks!</b> Sascha Großmann <b>Famefact</b>	MASTERCLASS (EN)	11:35
12:10	<b>Cold Friday – die größte Awareness-Aktion seit es Sales-Tage gibt.</b> Dominic Czaja & Marija Stojanovic <b>DOJO CARES</b> Lukas Gold (Content Creator)	CONVERSATION (DE)	<b>Wie ChatGPT und Generative AI den Online Handel rettet</b> Marc Funk <b>Frontnow</b>	MASTERCLASS (DE)	12:10
12:45	Marc Leuschner <b>OVERKILL &amp; GATE</b> <b>HOST:</b> Tamara Güçlü		<b>Get Creative on TikTok - The TikTok for Business Masterclass for Fashion Brands</b> Philippe Gales & Ciara Hanley <b>TikTok</b>	MASTERCLASS (EN)	12:45
13:20	<b>How to survive the hypes – A wild ride through web3, Metaverse, AI and your fancy LinkedIn feed!</b> Max Lederer & Toan Nguyen <b>Jung von Matt</b>	KEYNOTE (EN)			13:20
13:55	<b>Eine Branche in Schiefelage – Was man wissen sollte, um nicht der oder die nächste zu sein</b> Carl Tillessen <b>Deutsches Mode Institut</b> Anita Tillmann <b>Premium Group</b>	KEYNOTE & CONVERSATION (DE)	<b>How to COMMUNITYCATE - Creating brand stories that matter</b> Giulia Kipp & Annik Walter <b>haebmau</b>	MASTERCLASS (DE)	13:55
14:30			<b>How to get rid of all norms in fashion design - Is genderless fashion what it sets out to be?</b> Ayan Yuruk <b>Showz Berlin</b> Sevil Uguz <b>Platte.Berlin</b> Robin Solf	CONVERSATION (DE)	14:30
15:00	<b>202030 - The Berlin Fashion Summit Denim Pop-Up</b> (EN)				15:00
15:30	<b>Opening: Past, Present &amp; Future Let's get Personal - The Power of Honesty and Trust</b> Marian von Rappard <b>Dawn Denim</b>		<b>With the rise of AI, will we need human creatives in the future?</b> Ayan Yuruk <b>Showz Berlin</b> Julien Schömann & Berk Kavasoğlu <b>Empty Space</b>	CONVERSATION (DE)	15:30
16:00	<b>Impulse: Trending in Denim Sustainability Color Trends in Denim</b> Mayouri Sengchanh <b>Exalis for Première Vision</b>				16:00
16:30	<b>Impulse: Denim in Data The Role of Data for your Sustainability and Sales Strategy</b> Outi Pyy <b>IVALO</b>				16:30
16:30	<b>Conversation: Inclusion &amp; Diversity Adaptive Fashion ≠ Every*body</b> Janina Nagel & Sema Gedik <b>Auf Augenhöhe</b> <b>HOST:</b> Max Gilgenmann <b>studio MM04</b>				16:30
17:00	<b>Conversation: Chemicals in Denim Eco-treatments for Jeans: Availability &amp; Challenges</b> Thomas Aplas <b>CHT Group</b> <b>HOST:</b> Magdalena Schaffrin <b>studio MM04</b>		<b>Retail Futures - Strength and empowerment of physical space</b> Meike Finkelnburg & Hannes Melzian <b>Designplus</b>	MASTERCLASS (DE)	17:00
17:30	<b>Panel Discussion: Acceleration, Collaboration &amp; Circularity From 'Dirty Denim' to Sustainability Leadership</b> Annabelle Homann <b>Lanius</b> Christine Moser-Priewich <b>Grüner Knopf / Green Button</b> Roosmarie Ruigrok <b>Denim Deal</b>		<b>Modern Leadership is Shared Leadership!? Organisationsmodell der Zukunft oder Utopie?</b> Simone Hartmann & Mohsin Qasmi <b>Hartmann Consultants</b>	MASTERCLASS (DE)	17:30
18:00	Tanvir Kabir <b>Embassy of Bangladesh</b> Tony Tonnaer <b>KOI Conscious Consulting</b> <b>HOST:</b> Max Gilgenmann <b>studio MM04</b>		<b>Get-Together</b> 18:00 - 18:30		18:00
18:30	<b>Community Gathering</b> 17:00 - 19:00 By invitation				18:30
19:00					19:00



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