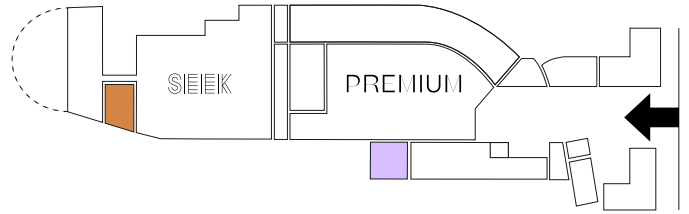


TALKS

12 JULY 23



CONTENT CUBE

CONTENT STAIRS

10:00				10:00	
10:30				10:30	
11:00	<p>Modestadt Berlin - Wahn und Wirklichkeit Diana Weis (Professor, Author) Manuel Almeida Vergara Berliner Zeitung Jale Richert, Michele Beil Richert Beil</p>	<p>CONVERSATION (DE)</p>	<p>Update EU Textil Strategie: Fokus Green Claims Magdalena Schaffrin, Max Gilgenmann & Lavinia Muth studio MM04 Robert Grabosch COSU LEGAL</p>	<p>WORKSHOP (DE)</p>	11:00
11:35	<p>Co-flourishing - Living a better life while building a better world Martin Ebeling The School of Life</p>	<p>KEYNOTE (EN)</p>	<p>Get Creative on TikTok - The TikTok for Business Masterclass for Fashion Brands Philippe Gales TikTok</p>	<p>MASTERCLASS (DE)</p>	11:35
12:10	<p>Radical Imagination XD Jumoke Fernandez (AI Synthographer & Creative) Luca Schiefer Journee, XXX_11v151131_M06 (1-1PR.f2R.SM), Sebastian Zimmerhackl (Disruptive Memetician), Stephan Huber Style in Progress</p>	<p>CONVERSATION (EN)</p>	<p>LinkedIn 2.0: Boost Your Business with Game-Changing Hacks! Patrick Bergmann Famefact</p>	<p>MASTERCLASS (DE)</p>	12:10
12:45	<p>How to TikTok, Fashionably Philippe Gales TikTok</p>	<p>KEYNOTE (EN)</p>	<p>How to apply technology for good Georgios Athanassiadis & Sarah Warsaw Your Majesty</p>	<p>KEYNOTE (EN)</p>	12:45
13:20	<p>What to watch out for - The next black swan is just around the corner Richard Federowski Roland Berger</p>	<p>KEYNOTE (EN)</p>	<p>How to create cultural credibility through meaningful collaborations with brands or talents Susanna Knorr & Matze Kern Mikado Culture</p>	<p>MASTERCLASS (EN) (DE)</p>	13:20
13:55	<p>Synergien erzeugen, statt in Konkurrenz zu gehen. Cheryll Mühlen J'N'C, Engin Temiz VBG, Patrick De Sousa Grangeiro Atelier Roupa ADR, Vreni Jäckle Fashion Changers, Anita Tillmann Premium Group</p>	<p>CONVERSATION (DE)</p>	<p>How to create a luxury fashion brand in under 15 minutes with AI Robin Reuschel & Oliver Breucker Roover Metaverse Consulting</p>	<p>CONVERSATION (EN)</p>	13:55
14:30	<p>Hospitality Fusion: der wegweisende Ansatz für die Verbindung von Gastfreundschaft und Einzelhandel Daniel Steindorf No Rooms Inga Klaassen J'N'C</p>	<p>CONVERSATION (DE)</p>			14:30
15:05	<p>Circular Fashion & Imperfects Kirsty Keogh Ebay Janis Künkler reverse.supply Evolena de Wilde d'Estmael Faircado</p>	<p>KEYNOTE (EN)</p>	<p>Brands X Platforms: Meeting the Wave of Conscious Consumers Lou Croff Blake studio MM04 Kate Hobson-Lloyd Good On You Oskari Mikkola IVALO Mikko Siukosaari Ninyes Michael Dietz Good Labels</p>	<p>CONVERSATION (EN)</p>	15:05
15:40	<p>How to move away from a linear product commercial focus to a conscious approach and circular services business mindset Sennait Ghebream (Author, Academic)</p>	<p>KEYNOTE (EN)</p>			15:40
16:15	<p>The Social Chat Kate Foran & Natascha Hamel Cee Cee Creative</p>	<p>KEYNOTE (EN)</p>	<p>Good Clothes Fair Pay How can the EU and its citizens create a fair fashion industry worldwide, right now?</p>	<p>Press Event (EN)</p>	16:15
17:00	<p>WAA Live Podcast w/ Daria Suvorova and Guya Merkle Vieri</p>	<p>CONVERSATION (EN)</p>	<p>Fashion Revolution Germany & Solidaridad Deutschland</p>		17:00
17:30					17:30
18:00					18:30

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