

# StartUp Initiative Fashion Tech 2017

June 29, 2017

Intesa Sanpaolo London Hub – 90 Queen Street, London

- 09:00** Registration and Welcome Coffee
- 09:45** Opening Session  
Marco Longo, Head of London Hub - Intesa Sanpaolo
- 10:00** Keynote Speeches  
Annalisa Pol, WW Client Relations Director – Moncler  
Simon Bond, Innovation Director - SETsquared
- 10:20** Global Fashion Trends  
Sonia D’Arcangelo, Innovation Center – Intesa Sanpaolo
- 10:45** Coffee Break
- 11:00** Introduction to the Arena Meeting  
Bill Barber, Innovation Center – Intesa Sanpaolo
- 11:15** 8 Startup Pitches
- 13:45** Closing Remarks  
Tony Gherardelli, Head of Innovation Promotion – Intesa Sanpaolo
- 14:00** Networking Lunch and 1:1 Sessions

## In partnership with

[Fashion Technology Accelerator](#) is a management consulting firm, providing **business acceleration** to young enterprises operating in the intersection between the industries of **fashion, retail** and **technology**. This particular and strong focus enables FTA to offer tailored advisory, industry-specific services, valuable business development opportunities with potential partners and customers. FTA is part of an international network with offices in **Silicon Valley, Milan** and **Seoul**.

[L Marks](#) is a corporate innovation specialist, working with startups to provide early-stage funding and access to a wide corporate network. Its partnership programmes are structured and results orientated to help young businesses to build strong relationships with champions inside corporates. Operating since 2014, it works with UK and international partners including John Lewis, Waitrose, British Airways owner IAG, EDF Energy and Belron.

# Pitching Startups

**[Bookalook](#)** - a dedicated platform for fashion brands, PR agencies and stylist focused on sample management. Bookalook enables to ask for samples fast and easy, thanks to its integrated technology and wide network of users. The company is based in the UK and is looking to expand on the European market, as well as the US.

**[Design Italian Shoes](#)** - an e-commerce platform that allows the user to make a classic customizable men's shoe 100% handmade in Italy. By using the 3D configurator, you can create more than 5 million different shoes. You can choose from different models and customize every part of your shoe: material, color, eyelets, laces, lining and sole.

**[ELSE Corp](#)** - an innovative SaaS cloud platform for offering a new shopping experience for custom-made and made to order apparel and shoes. Through a "Virtual Console" customers have their body measures scanned, they can feel and touch real samples of the merchandise and can easily select the combination of materials, accessories and colors of choice by operating on the virtual image of the products.

**[iCoolHunt](#)** - the company developed Nextatlas, a unique data platform leveraging proprietary algorithms and AI methodologies to detect new trends likely to become mainstream. With Nextatlas, brand ecosystems can directly source intelligence from a large base of the world's most influential creative insiders. Founded in 2012. iCoolhunt is headquartered in Turin, Italy, with offices in London, UK.

**[Pins Collective](#)** - they created a wearable that enables the wearer to display gifs as a part of their outfit. An extrovert display that lets users share digital content on their shirt, bag or dress. Users can explore, create and share new content via the App.

**[Re-Bello](#)** - a fashion brand developing new fabrics (cypress, nettle, eucalyptus, etc) to offer a fashionable and innovative product. They design and distribute garments made of natural and eco-sustainable fabrics. The aim is to continuously introduce innovative garments to offer their clients a new comfort experience.

**[Warda](#)** - it enables full control on proprietary digital assets through a single dashboard. The board takes into account 4 different value chain areas, which are fully integrated. These are: Product Development, Retail, E-Commerce and Marketing.

**[WineLeather](#)** - they developed and patented an innovative process to transform marc into 100% vegan leather, without using synthetics. This new material is a green alternative to animal and synthetic leather, with competitive cost and comparable properties.