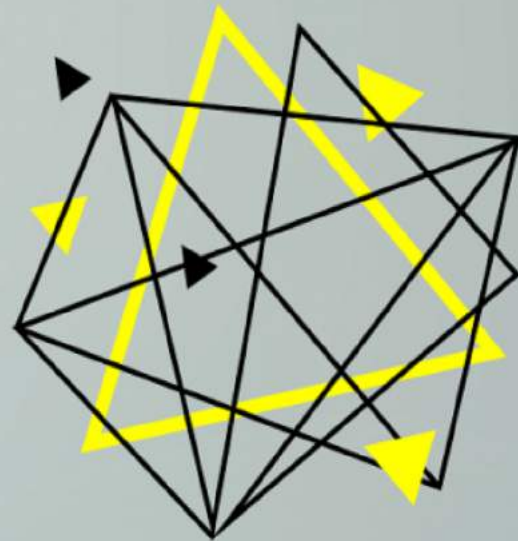




May 16, 2019

FASHION TECH DAY



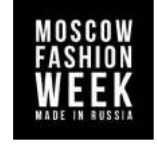
ORGANIZERS



the Untitled.



STRATEGIC PARTNERS



FASHION TECH DAY

KEY TOPICS

500

owners and executives of key businesses on the Russian and international fashion markets

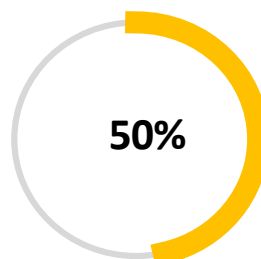
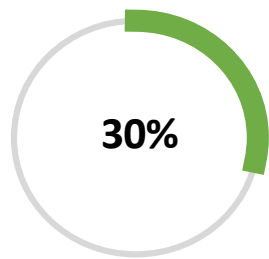
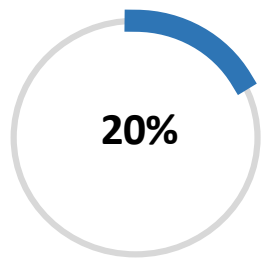
Top 30

speakers from fashion retailers and brands applying digital technology and developing omnichannel sales

- #1 Artificial Intelligence
- #2 Big Data
- #3 Content management (brand as media)

AUDIENCE

Audience



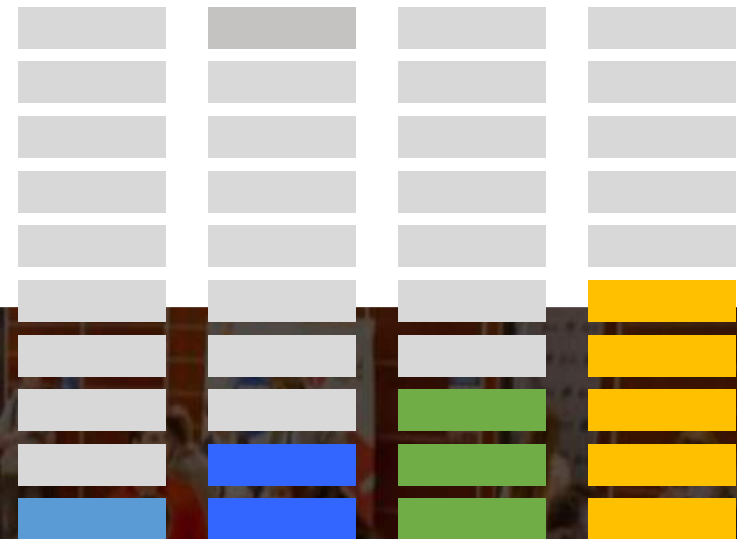
PROFESSIONAL INTERESTS

5%

15%

30%

50%



Industry professionals

Specialists

Top-managers

60%

Fashion Retailers & Brands

30%

IT solutions

10%

VC community

Payments

Fulfillment & Delivery

IT solutions

Sales & Marketing

PROGRAM COMMITTEE



Florence Labati
Partner Loomish



Igor Luts
Managing Partner,
The Untitled VC



Konstantyn Siniushyn
Managing Partner,
The Untitled VC



Igor Tarasenko
E-commerce Director
Sephora.ru



Suren Vardanyan
VP, Moscow Chamber
of Commerce and Industry



Andrey Reviashko
IT Director
Wildberries.ru

PROGRAM

subject to changes



9:00 – Registration, networking, breakfast

9:45 – Opening, organizers' welcome speech



10:00 – Panel discussion: **Understanding and adapting to the ecosystem's permanent revolution** (with participation from fashion brands, retailers and related service providers)

- How customer needs can be placed again at the center in times of digital transformation
- The winning business models of today and tomorrow
- How providers adapt their services, processes and infrastructure to an ever-changing market reality



11.00 – Round table: **Russian market specifics**

- Key numbers and trends of e-commerce and fashion in Russia
- Fashion retail trends: are the Russian and global markets converging?
- Major retailers and brands share their Russian experience



12.00 – **Financing the development of the Russian fashion market**

- Venture investment and own financing
- Pitches and presentations from startups and retailers

13:00 – Lunch



14.00 – **Guest star's keynote & discussion**

15.30 – Workshops: **Fashion retailers' practical challenges**



AI & data

Fulfillment

Customer experience



19.15 – 21.00 E-fashion cocktail party

Previous edition (2018) speakers and program: <http://fashionday.tech/>

WHO PARTICIPATES IN OUR EVENTS



FASHION TECH DAY PARTNERS



dpd

Yandex

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

 PickPoint



CDEK

ЛАНИТ **ОМНИ**



SHIPTOR
GLOBAL SHIPPING SOLUTIONS

go > **tech**

INTERACTIVE  **GROUP**

 **GETSHOP.TV**
TV Commerce technology

Econtenta

SARAFAN
• TECH

ORGANIZERS



East-West Digital News is an international news, research and event agency dedicated to tech innovation and digital industries in Eastern Europe. Its news site www.ewdn.com offer news stories, market data and business analysis on the Russian market while industry reports provide international audiences with deep market trend analysis across the region. A consulting branch, East-West Digital Consulting, provides international players with assistance for business development in Russia and advises Russian companies on their international strategies.

the Untitled.

the Untitled is a private venture company investing in seed tech projects, is focused on investments into services and solutions for offline-, online- and omniretail, media and fashion. The company also targets projects related to applied AI technology (machine learning, computer vision, and the Internet-of-Things). <https://theuntitled.net/en/>



UPGRADE <http://zavtraki-upgrade.ru> is widely recognized as Moscow's best event series covering the tech retail and e-commerce industries. Since in 2015, more than 100 business breakfasts and other events have gathered virtually all of the Russian and expat professional community. UPGRADE is a joint project of EWDN and Omni Solutions <http://omni-solutions.ru>



OUR EVENTS ALL YEAR ROUND

UPGRADE business breakfasts 2014 - 2019

<http://zavtraki-upgrade.ru/>

UPGRADE conferences

- 2017 <http://zavtraki-upgrade.ru/itogi2017>
- 2018 <http://zavtraki-upgrade.ru/e-com-letto2018>

Fashion Tech Moscow 2019

<http://fashionday.tech/>



YOUR CONTACT



For more information on participation and sponsorship packages,
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