

MIPEL DIGITAL DAYS CALENDAR

23rd MARCH (GMT+1 TIME ZONE)

MIPEL TALK

10.00 am MIPEL 119 OPENING & OVERVIEW

Manlio Di Stefano - Undersecretary of State of Foreign Affairs, Carlo Ferro - ITA (Italian Trade Agency) President, Franco Gabbrielli - Assopellettieri and Mipel President in conversation with Alan Friedman

11.00 am ALAN FRIEDMAN MEETS MAURO SABATINI - CEO Furla

11:20 am FW 2021/22 TRENDS PRESENTATION - by Mipel Fashion Board

12:00 pm ARMANDO BRANCHINI MEETS ROSSELLA RAVAGLI - Sustainability Ambassador & Former Head CSR Gucci

12:30 pm FOCUS ON THE USA - ORIETTA PELIZZARI IN CONVERSATION WITH SHARON ROTH
Jarbo Owner

2.30 pm ALAN FRIEDMAN MEETS BEPPE ANGIOLINI AND DANNY D'ALESSANDRO - Respectively, Founder & CEO Sugar - General Director Assopellettieri & Mipel

3.00 pm WEBINAR - RETAIL STORE TRANSFORMATION - Moderated by Armando Branchini - Fashion & Luxury Expert

4.30 pm ALAN FRIEDMAN MEETS MATTEO MARZOTTO

5.00 pm FOCUS ON JAPAN - ORIETTA PELIZZARI IN CONVERSATION WITH AYUMI SUDA - Senken Shimibun Fashion Journalist

BUYERS LOUNGE

ROOM "WOMEN ENTREPRENEURS IN LEATHER GOODS"

10:40 am AFHRA presented by Orietta Pelizzari

12:15 pm CATERINA LUCCHI presented by Orietta Pelizzari

2.15 pm CLAUDIA FIRENZE presented by Orietta Pelizzari

4.10 pm PLINIO VISONA' presented by Orietta Pelizzari

4.45 pm RIPANI presented by Orietta Pelizzari

5.20 pm SILVANO BIAGINI presented by Orietta Pelizzari

5.35 pm TERRIDA presented by Orietta Pelizzari

5.50 pm V°73 presented by Orietta Pelizzari

ROOM "CRAFTSMANSHIP ELEVATED INDUSTRY"

11:40 am COLONNELLI 2.0 presented by Orietta Pelizzari

12:50 pm GISTUDIO presented by Orietta Pelizzari

2.45 pm TIVOLI GROUP presented by Orietta Pelizzari

With the support of



within the Fiera Smart 365 Project

MIPEL DIGITAL DAYS CALENDAR

24th MARCH (GMT+1 TIME ZONE)

MIPEL TALK

- 10:00 am **ALAN FRIEDMAN MEETS BARBARA BELTRAME** - Vice President Confindustria
- 11:00 am **FW 2021/22 TRENDS PRESENTATION** - by Mipel Fashion Board
- 12:00 pm **ARMANDO BRANCHINI MEETS LUCA SOLCA** - Senior Analyst Bernstein
- 12:30 pm **FOCUS ON SOUTH KOREA - ORIETTA PELIZZARI IN CONVERSATION WITH MS. CHOI JI HEE (METROCITY) AND MR. KIM YOUNG JUN (LOTTEON)** - Respectively, Metrocity Director and Lotteon Chief Manager of Luxury section
- 2.30 pm **ALAN FRIEDMAN MEETS EVA DESIDERIO** - Fashion Critic QN
- 3.00 pm **WEBINAR - WHO IS BEHIND MY BRAND? SUSTAINABILITY, INCLUSIVENESS AND DIVERSITY: WHY MILLENNIALS AND GEN Z CARE ABOUT THE ETHICS BEHIND THE BRAND** - Moderated by Alan Friedman-Journalist and Writer
- 4.30 pm **LUNA DE BARTOLO MEETS NICCOLÓ GIANNINI** - Creative Director Nico Giani brand
- 5.00 pm **FOCUS ON GERMANY - ORIETTA PELIZZARI IN CONVERSATION WITH EMMA BROWN WARNER** - High Level Retailer Buyer Consultant

BUYERS LOUNGE

ROOM "SLOW MANUFACTURING"

- 10:40 am **BONFANTI** presented by Orietta Pelizzari
- 11:40 am **CAPAF** presented by Orietta Pelizzari
- 12:50 pm **CAMPOMAGGI** presented by Orietta Pelizzari
- 2.15 pm **FALORNI ITALIA** presented by Orietta Pelizzari
- 2.45 pm **LEU LOCATI AND DANIELE AMATO** presented by Orietta Pelizzari
- 4.10 pm **PERONI FIRENZE** presented by Orietta Pelizzari
- 4.45 pm **SAPAF** presented by Orietta Pelizzari

ROOM "TRAVEL GOODS TECHNOLOGY"

- 11:25 am **BRIC'S** presented by Orietta Pelizzari
- 12:15 pm **VALIGERIA RONCATO** presented by Orietta Pelizzari

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