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2nd E-Fashion Summit 2011

November 22nd, 2011 | Steigenberger Hotel Metropolitan Frankfurt/Main, Germany

The power of “e” – How to create and sell fashion
via internet and smartphone

It's round two for the Sportswear International E-Fashion Summit.
An indispensable must for everybody in the industry who truly
accepts the challenge to perform successfully online and mobile.

The Topics

- **Hot stores and brands online** – Highlights, developments and strategies
- **Trends in e-commerce** – How will the new retail landscape look like and what does this mean for key participants and investors?
- **Trade shows and showrooms** – Where to present your brand online
- **Local, social, mobile, online** – How to sell today
- **Tools of brand making, brand selling and brand advertising** – How to create an overall image of your brand in the online world
- **Talkable brands** – Commitment in times of non-binding nature
- **Like, click and buy** – How to turn a fan into a loyal consumer
- **Shopping 3.0** – Outlook of retail and e-shopping. What is the recipe of e-success?
- **Social media for fashionistas** – How to get in touch with your brand's consumers
- **Facebook vs. Google+** – How many social networks does a fashion brand need?
- **Fashion shopping experience** – How to create customized and branded storefronts on Facebook



The Speakers

Eleftherios Hatzioannou, Manager New Media, s.Oliver | **Dr. Stephan Zoll**, CEO, brands4friends | **André Storvoll**, Co-Founder, Firmament | **Xavier Court**, Director Communication and New Bizz & Co-founder, vente-privee.com/France | **Chris Aubrey**, Vice President Global Retail Marketing Sport Performance, adidas | **Norbert Richard Meinike**, Head of Brand & Communications, mirapodo | **Ariel Geifman**, Principal Analyst, MediaMind Research/Israel | **Yuri van Geest**, Advisory Board Member, TEDxHealth & TEDxMaastricht/Netherlands | **Michael Burk**, Industry Head Retail, Google Germany | **Prof. Dr. Gerrit Heinemann**, Business Administration, Management and Trade, Niederrhein University of Applied Sciences | **Oliver Rosenthal**, Managing Director, OgilvyOne | **Dott. Marina Garzoni**, Founder & CEO, Moda e Tecnologia/E-(motional)/Style Star/Italy | **Saydou Bangoura**, Founder & Managing Director, Tribaspace | **Matthias Schrader**, CEO, SinnerSchrader | **Harald Neidhardt**, CMO & Co-Founder, Smaato Inc, and Founder, MLOVE Society | **Dietmar Dahmen**, CCO, ecx.io/Austria | **John Raap**, Sales Manager EMEA Adobe Scene7, Adobe Systems | **Francesco Bottigliero**, CEO, FieraDigitale/Italy | **Lars Rabe**, Director European Retail Practice, Demandware

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Tuesday, November 22nd, 2011

Chairman:

Klaus N. Hang¹, Editor-at-large, Sportswear International

9.30 – 9.40

Introductory speech by Sportswear International

Sabine Kühnl², Editor-in-chief, Sportswear International

E-Fashion 2012 – Status quo and trends

9.40 – 10.00

Key trends in E-Fashion – Today and tomorrow

- Cross channeling – Integration of channels to new no-line worlds
- Mobile commerce – Penetration of cross technology platforms
- Digital splitting – Emancipation of digital natives
- Social media – Socialization of e-commerce
- Crowdsourcing – Externalization of functions to customers

Prof. Dr. Gerrit Heinemann³, Business Administration, Management and Trade, Niederrhein University of Applied Sciences

10.00 – 10.20

Go Germany - Conquering the German online market as an international brand

- The German online buyer
- Successful e-commerce in Germany
- Market entry strategies

Matthias Schrader⁴, CEO, SinnerSchrader

10.20 – 10.50

Too chic to click – How the best fashion advertisers are building their brands online

Fashion online advertising is all about image, brand experience and engagement. What works for advertisers and what are the best practices for building online fashion brands?

Ariel Geifman⁵, Principal Analyst, MediaMind Research/Israel

Brand establishment online – How to get in touch with your consumers

10.50 – 11.20 **Best Practice**

Interactive creativity – How to use online experience offline

Chris Aubrey, Vice President Global Retail Marketing Sport Performance, adidas

11.20 – 11.50 **Best Practice**

Time to get s.Ocial – Insights into the new media approach of s.Oliver

- Social media engagement
- Community management
- Influencer relations
- Fashion infotainment
- Internal change management

Eleftherios Hatzioannou⁶, Manager New Media, s.Oliver

11.50 – 12.20

Intelligent human/brand relations – How Louis Vuitton delivers a cross-discipline strategy

Oliver Rosenthal⁷, Managing Director, OgilvyONE

12.20 – 13.00 **Discussion**

Virtual Trade Shows

How to complete your image and tune your branding

- Shows & Showrooms – Where to present your brand online
- The rise and the success of “e” – Are real showrooms still a necessity?
- How to establish the new online B2B marketplace for the fashion industry
- Tradeshow online – Ultimate style marketplace where savvy buyers and sellers connect?
- Internet, smartphone and co. – Where to present, order and sell?
- What are the challenges and risks of online trade shows?
- Trade shows go social – How to engage the audience on Facebook
- Fashionshow tagging – How mobil tagging can improve fashion shows

Panelists:

Saydou Bangoura, Founder & Managing Director, Tribaspace

Francesco Bottigliero, CEO, FieraDigitale/Italy

Dott. Marina Garzoni⁸, Founder & CEO, Moda e Tecnologia/E-(motional)/Stylestar/Italy

Host:

Klaus Hang / Sabine Kühnl, Sportswear International

13.00 – 14.00 **Lunch Break and Networking**



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Local, Online, Mobil, Social - How should you sell your brand?

Brand Contents – How to optimize your sales mix

14.00 – 14.20

Brand Contents – How to optimize your sales mix

- How mobile is revolutionizing the fashion & sports industry
- Global best practices
- Engaging new shopping experiences with tablet devices

Michael Burk, Industry Head Retail, Google Germany

14.20 – 14.40

The big brand situation – Lifestyle and fashion brands go mobile!

Harald Neidhardt⁹, CMO & Co-Founder, Smaato Inc.;
Founder, MLOVE

Online vs. Offline Sales – The winner takes it all

14.40 – 15.10 Best Practice

Online and offline channeling strategy - The example of Firmament

André Storvoll¹⁰, Co-Founder, Firmanent

Who to marry with – Select your online partner

15.10 – 15.40 Best Practice

Vente-privee.com – A revolutionary business model. A win-win solution for brands and members

Xavier Court¹¹, Director Communication and New Bizz &
Co-founder, vente-privee.com/France

15.40 – 16.10 Best Practice

How to sell shoes – A digital & cross channel marketing mix

Norbert Richard Meinike¹², Head of Brand & Communications,
mirapodo

16.10 – 16.35 Coffee Break and Networking

Tools of brand making, brand selling and brand advertising – How to create your image carefully

16.35 – 17.00 Best Practice

How to generate a sustainable growth of Germany's No. 1 online shopping club

The relaunch: clear USP and convincing corporate design to
increase the conversion rate for the benefit of our brand part-
ners and consumers

Dr. Stephan Zoll¹³, CEO, brands4friends

17.00 – 17.20

Globalization and effective merchandising strategies as key revenue drivers – How successful Sportswear Brands grow online sales in a fast pace and competitive environment

Lars Rabe, Director European Retail Practice,
Demandware

17.20 – 17.40 Best Practice

Content is still king

Increase brand loyalty and customer satisfaction by seamless
brand and product experience cross channels - Web, mobile, social
The example of Columbia

John Raap¹⁴, Sales Manager EMEA Adobe Scene7,
Adobe Systems

E-Fashion and E-Community – The best crossovers

17.40 – 18.00

How to win the thumbs up from existing and future clients

Dietmar Dahmen¹⁵, CCO, ecx.io

18.00 – 18.20

The final stage – Define your fashion DNA

Yuri van Geest, Advisory Board Member, TEDxHealth &
TEDxMaastricht/Netherlands

18.20 Closing remarks of Sportswear International

18.30 E-Fashion Summit Afterparty



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Dear Ladies and Gentlemen,

Perhaps the largest impact that the rise of digital communication and technology has brought about is the increasing proliferation of information channels that reach and influence consumers on a daily basis. More than ever, we find ourselves bombarded by information about products and services from new sources: websites, online shops and advertising, virtual showrooms and trade shows, Google ads, blogs, social media, location-based social gaming, e-mail marketing...etc. The list seems to grow exponentially every day.

Whether it is to relaunch a heritage brand or conquer the new world of online, correct brand management is a delicate exercise. So what does the new retail landscape look like and what does this mean for key participants and investors? Brand identity is the key to drive competitive advantage and leverage commercial growth both within an emerging or established fashion brand. It is also a vital tool that comes into play when the brand is looking to overcome new frontiers – namely, rebranding or seeking to recapture the space in the digital and local market that the brand had previously occupied.

Brands such as Burberry, Louis Vuitton, Diesel, Levi's and Hugo Boss are outstanding examples with a long heritage that have managed successful branding over all channels in the digital age without altering their fundamental brand pillars.

As Christopher Bailey of Burberry said, "A brand is not just about product, it's about experience as well, and experiences need to come from the center of a community". It's all about where to present and to sell a brand via these new channels – local, social, mobile or online? – and how to get in touch with the consumers. This leads to the question what kind of tools of brand making, brand selling and brand advertising can create an overall brand image in the online world? To ensure that time online is well spent, businesses must focus on building and cultivating a target audience.

On November 22nd, the **2nd Sportswear International E-Fashion Summit** takes place in Frankfurt. The event is a must for those who aim to be successful in the fashion business in the future. Discover the latest e-fashion trends and hypes and get the best e-branding and e-commerce insights on how to sell and to establish your brand via web or smartphone. You certainly will get valuable insider information and advice from industry pioneers and the chance to meet key decision makers and future business partners on site.

You definitely should not miss this summit! Apply today and take advantage of a special offer. As a subscriber or advertiser of Sportswear International you save €200!

This conference serves as an excellent platform to discuss strategies and business models and to network. Find out about the tools needed to firmly establish your business at the forefront of online fashion marketing and retailing.

We look forward to an exciting event and intense, innovative sessions and discussions with you in Frankfurt in November!

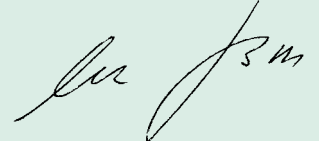
Yours sincerely,



Klaus N. Hang
Editor-at-large
Sportswear International



Sabine Kühnl
Editor-in-chief
Sportswear International



Dr. Erhard Bost
CEO
The Conference Group GmbH

E-Fashion Trend Show

The **E-Fashion Trend Show** is the perfect chance to meet offer fashion experts, decision makers and future customers and business partners.

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Yes, I wish to register for the **2nd Sportswear International E-Fashion Summit 2011** on November 22nd, 2011. Congress fee per person € 990,- (plus VAT at 19%)

Early Bird Registration – If you register by October 31st you will save €100,-

Yes, I am a subscriber of Sportswear International and wish to save €200,- on the normal ticket price.

Yes, I am interested in a sponsorship and exhibition offer. Please send me a free no-obligation info pack.

I am unable to attend the E-Fashion Summit but I like to purchase the presentation materials. Download fee: 399,- Euro plus VAT (for students: 199,- Euro plus VAT).

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Date and Location:

November 22nd, 2011,
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E-Mail: metropolitan@steigenberger.de
Internet: www.metropolitan.steigenberger.de

Accommodation

The hotel has reserved a quota of rooms for conference participants (single room: €176,- including breakfast), which you may make use of, if required. This quota will be available up to approximately six weeks prior to the event. Please place your bookings directly with the respective hotel and quote "2nd Sportswear International E-Fashion Summit 2011".

Conference Fee / Booking Conditions:

Please use the appropriate booking form. The fee for the conference is € 990,- plus 19% VAT, per person. If you register by October 31st you will save €100,-. If you are a subscriber of Sportswear International you will save €200,-. If two or more persons from one company register, the third and subsequent persons will qualify for a 15% discount. The conference fee includes documentations, refreshments and lunch. Upon receipt of your registration, we will send you a confirmation

together with an invoice. Participants will be admitted to the congress only if this invoice has been settled in full, prior to the commencement of the conference. Notice of cancellation must be received in writing by The Conference Group no later than 28 days before commencement of the congress, in which case a cancellation fee of €50 (plus VAT) will be levied, per person. Should a participant fail to attend the conference or the notice of withdrawal be received within the 28-day period before the conference commences, he/she will be liable for the congress fee in full. Substitute participants may be nominated at any time. The organizer reserves the right to alter the program and speakers, as may be necessary.

Registration:

The congress reception desk will open one hour before the conference commences. Participants will be issued with name badges, which will provide admission to the event.