

The premier international event for
e-fashion, social media & mobile commerce!

**SPORTSWEAR[®]
INTERNATIONAL**

1st E-Fashion Summit 2010

December 2nd, 2010 / Flemings Hotel Neue Börse, Frankfurt/Main, Germany

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The Topics

- **Buying Anytime, Anywhere** – Fashion goes online & mobile!
- **Who are the Worldwide Leaders in Fashion Online?**
- **Online Fashion Excellence** – The winning strategies!
- **Multi-Channel Fashion Retailing** – What's next?
- **iPhone, iPad & Apps-Mania** – What's new, what's hot, what's working?
- **Brands go Social** – How to win with blogs, Twitter, Facebook, YouTube etc.
- **Social Media (R)evolution** – The newest social media trends in e-fashion!
- **Monetizing Social & Mobile Media** – How to do it!
- **Blogs and Communities** – What works in fashion marketing and why?
- **Augmented Reality** – The next big thing in Digital Communication
- **The Future of E-fashion** – Learning from the best!



The Speakers

Torsten Widarzik, General Manager German Group, Levi Strauss Germany
Mik Serfontaine, Co-Founder & CEO, Serfontaine Jeans/USA
Josè Manuel Villanueva, Co-Founder, Privalia/Spain
Raphaël Mazoyer, Digital Communications Manager, ASICS Europe/NL
Dott. Marina Garzoni, Founder and Director, Style Star and CEO/Partner, Moda e Tecnologia/Italy
David J. Smith, Managing Director, IMRG/UK
Tony Sorensen and **Ken Goldstein**, Co-Founders, Planet Illogica/USA
Mark Pytlik, Founder & Managing Director, Stink Digital, London/UK
Heiko Hebig, Head of R&D, Media Innovation Lab GmbH, Hubert Burda Media
Florian Dengler, Executive Creative Director, MetaDesign
Elke Klinkhammer, Executive Creative Director, Neue Digitale / razorfish
Harald Neidhardt, CMO & Co-Founder, Smaato Inc. and Founder, MLOVE Society
Michael Burk, Industry Head, Retail, Google Germany
Tobias Oswald, CEO, Condé Nast Digital Germany GmbH
Peer Hartog and **Clemens Gerlach**, Founder & CEO, GERLACHHARTOG Markenkommunikation 2.0

Jochen Krisch, Analyst & Editor, Exciting Commerce
Stefan Puriss, CEO, Frontline
Collin Croome, CEO, coma2 e-branding
Jerome Nadel, Executive Vice President Marketing & User Experience, Sagem Wireless
Paul Paska, Deputy Head of European Marketing, Puma AG (inquired)
Prof. Dr. Marc Drüner, Managing Partner, trommsdorff + drüner innovation + marketing consultants GmbH and Professor for Marketing and Innovation Management, Steinbeis University
Elizabeth Schofield, Founder & Curator, Fashion's Collective/USA
Billy Jurewicz, CEO and **Marcus Fischer**, President, Space150/USA
Stephan Schambach, Chairman of the Board & Founder and **Lars Rabe**, Director European Retail Practice, Demandware
Oliver Bogatu, Country Sales Manager Germany, vente-privee.com
Christina Käbhofer, Marketingleiterin, Diesel Germany
Dr. Suran Goonatilake, CEO, Bodymetrics/UK
Hamdi Kulahcioglu, General Manager, e-Moda A.S., beyazkutu.com/ Turke

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Thursday, December 2nd, 2010

Chairman:

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

9.00 – 9.10

Introductory speech by Sportswear International

Sabine Kühnl², Editor-in-chief, Sportswear International

E-Fashion 2011 – Status Quo and Trends

9.10 – 9.35

A fashion ecommerce review

- International market online sales review and opportunities across border
- Global consumer behaviour
- Cross channel optimisation – mobile and catalogue

David J. Smith³, Managing Director, IMRG/UK

9.35 – 10.00

The last days of Branding

- How the markets have changed
- About the impact of social media
- A survival kit for the future

Florian Dengler⁴, Executive Creative Director, MetaDesign

10.00 – 10.20

The Future of (mobile) Online Retailing – what's next?

Prof. Dr. Marc Drüner⁵, Managing Partner, trommsdorff + drüner innovation + marketing consultants GmbH and Professor for Marketing and Innovation Management, Steinbeis University

The cutting edge – International E-Fashion Success Stories

10.20 – 10.40

Diesel : Digital Fashion Pioneer. From Kick Ass to Millennium Village

Christina Käbhöfer, Marketingleiterin, Diesel Germany

10.40 – 11.00 Coffee Break and Networking

11.00 – 11.30

Online fashion Excellence

Success Story of Privalia – first player in the industry of Shopping Clubs

Josè Manuel Villanueva²⁶, Co-Founder, Privalia/Spain

11.30 – 12.00

From body scanning to virtual shopping –

The secrets of Serfontaine's success

- Due to body scanning technology – The No. 1 selling brand at Selfridges
- How Virtual Shopping, XFITS and Avatars will assist online shoppers in the Future

Mik Serfontaine⁶, Co-Founder/CEO, Serfontaine Jeans/USA, and

Dr. Suran Goonatilake, CEO, Bodymetrics/UK

12.00 – 12.30

Fashion Brands go social – Learning lessons from a luxury brand

Engaging directly with (new) customers through the power of the Internet

Elizabeth Schofield, Founder & Curator, Fashion's Collective/USA

12.30 – 13.00

How to win & to get consumers to love you – the Levi's® Curve ID Story

Torsten Widarzik⁷, General Manager, Levi Strauss Germany GmbH

13.00 – 14.00 Lunch Break and Networking

14.00 – 16.00

Winning ways for new business – Innovative strategies and new marketing tools

Host:

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

Host:

Harald Neidhardt⁸, CMO & Co-Founder, Smaato Inc.; Founder, MLOVE and Vice-Chair MMA Germany (BVDW Mobile Section)

Host:

Jochen Krisch⁹, Analyst and Editor, Exciting Commerce

Online

How Brands and Retailers can use Online Marketing and E-Commerce to win the game!

- Being online - How you may benefit from a changed business environment?
- How important is an online presence to achieving business success worldwide?
- Multi-Channel Fashion Retailing – Success Stories from global players

Mobile

How Mobile Commerce and Communication will change the Fashion Business

- How brands dress their marketing strategy with mobile
- How to integrate mobile into your cross-channel-strategy
- How to really inspire your customers in today's ultra connected world
- What Fashion Brands have to learn when building and distributing Apps?
- How to use mobile marketing also to drive traffic in-store

Social Media / Social Commerce

How to use Social Media in the Fashion Business

- How to connect and interact with your customer in the digital age
- How fashion brands can integrate social media into their digital brand strategies to build and grow brands
- Best Practices for using Twitter, Facebook & Co. to achieve your communication, marketing and purchasing goals
- How to build Brand Loyalty via Social Media Marketing



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Thursday, December 2nd, 2010

Online

14.00 – 14.30

E-Commerce par Excellence –

The success story of frontlineshop.com

Stefan Puriss¹⁰, CEO, Frontline Deutschland GmbH

14.30 – 15.00

Love = Football.

Puma's best practice campaign on YouTube

- Puma's football campaign and media strategy 2010
- Best practice campaign on YouTube
- Learnings and recommendations

Michael Burk¹¹, Industry Head, Retail, Google Germany GmbH and

Paul Paska, Deputy Head of European Marketing, Puma AG (inquired)

15.00 – 15.30

Fashion digitally Emerging experiences in the digital space

Emerging experiences in the digital space

- Digital experiences at the POC
- Cases from Oakley, JcPenny
- Digital future outlook

Elke Klinkhammer¹², Executive Creative Director, Neue Digitale / razorfish GmbH

15.30 – 16.00

From eCommerce to Branded Consumer Engagement

How customers like Burton Snowboards and Columbia Sportswear succeed

Stephan Schambach¹³, Chairman of the Board and Founder, Demandware

Mobile

14.00 – 14.30

How will Mobile change the Future of Fashion?

Fashion and Mobile are industries that will emerge as one of the hottest areas of cross-pollination for future life style trends. How are brands already managing this process, what is happening in the field of wearable computing and who are the leaders and hero-brands that are in the drivers seat?

Harald Neidhardt⁸, CMO & Co-Founder, Smaato Inc.; Founder, MLOVE and Vice-Chair MMA Germany (BVDW Mobile Section)

14.30 – 15.00

The authentic and the effective Brand heritage in the age of mobile marketing

- Brands with a story are dear to consumers
- Mobile brings you closer, but can weaken the relationship
- Authenticity as the antidote

Raphaël Mazoyer¹⁴, Digital Communications Manager, ASICS Europe B.V./NL

15.00 – 15.30

Mobile Commerce Best Practices in the Fashion Industry

Facts and figures of real life mobile commerce customers running Demandware eCommerce

Lars Rabe¹⁵, Director European Retail Practice, Demandware

15.30 – 16.00

How to combine sport, fashion and lifestyle – The Puma Phone

Jerome Nadel¹⁶, COO, Sagem/Puma Phone

Social Media / Social Commerce

14.00 – 14.30

VIRUS = GENIUS?

An instruction for viral marketing

- What are the viral marketing instruments?
- How – in detail – can companies and brands profit from viral advertising?
- How can social media look like for fashion brands?
- Viral communication – with examples from Bench, Victoria's Secret, Lascana, YSL and many more

Peer Hartog¹⁷ and **Clemens Gerlach**¹⁸, Founder and CEO, GERLACHHARTOG Markenkommunikation 2.0 Gbr

14.30 – 15.00

Fashion Blogs – Hype or Future?

Heiko Hebig¹⁹, Head of R&D, Media Innovation Lab GmbH, Hubert Burda Media/lesmads.com

15.00 – 15.30

Building a Facebook Fashion Fanpage within 30 Minutes

- How to start from Scratch to Success
 - Advertise your brand within Facebook
 - Real-life examples from Strellson and JOOP!
- Collin Crome**²⁰, CEO, coma2 e-branding

15.30 – 16.00

Creating a cross platform lifestyle around a clothing brand that involves social action

- Launching clothing lines from within an on-line global creative platform
- The intersection of art and activism
- The difference between art on clothing and artistic apparel

Tony Sorensen²¹ and **Ken Goldstein**²², Co-Founders, Planet Illogica/USA

16.00 – 16.30 Coffee Break and Networking

Next Generation E-Fashion

16.30 – 17.00

Anticipating the new era in internet shopping: e-(motional) commerce

Dott. Marina Garzoni²³, Founder and Director, Style Star and CEO/Partner, Moda e Tecnologia/Italy

17.00 – 17.25

Fashion and Technology: What's Now Possible When Worlds Collide

– Augmented Reality: not just cool but better than reality

Billy Jurewicz, Founder and CEO and **Marcus Fischer**, President, space150/USA

17.25 – 18.05 Closing Discussion

The Future of E-Fashion – What's next?

- Are retailers and brands ready to face the new realities of the digital world?
- How will Fashion Commerce look in ten years' time? Current trends and future directions to stage fashion online.
- What will be the winning strategies and key success factors for the online fashion industry?
- Fashion Retailers vs. Fashion Brands – Who drives the market?

- How will retail shopping experiences be influenced due to increase of digital media consumption and internet shopping usage?
- Is luxury ready for recovery too? How premium brands exploring new (social) channels of commerce and new target markets.
- How useful are new marketing tools like Mobile and Social Media really to increase online sales?
- Live Shopping, Shopping Clubs, Augmented Reality, Social Configuration, Crowd-funding and -sourcing – What's next?

Oliver Bogatu²⁴, Country Sales Manager Germany, vente-privee.com

Tobias Oswald²⁷, CEO, Condé Nast Digital Germany GmbH

Hamdi Kulahcioglu, General Manager, e-Moda A.S., beyazkutu.com/ Turkey

Claudia Helming, CEO and Founder, DaWanda

Plus Speakers of the Day

18.05 – 18.30

The future of fashion brands in the digital age

Mark Pytlik²⁵, Founder & Managing Director, Stink Digital/UK

19.00

E-Fashion Summit Afterparty by Levi's® Curve ID

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15 16 17 18 19 20 21 22 23 24 25 26 27

1st SPORTSWEAR INTERNATIONAL E-Fashion Summit 2010

Dear Ladies and Gentlemen,

In the past, online retailers like asos.com set the standard for fashion e-commerce. By now, most fashion brands and retailers have come to accept the internet as a powerful sales tool as well as a platform for a new kind of brand engagement. Many fashion brands today even make much more money via their online-shop than through their largest flagship or multilabel store.

More and more, brands are using the newest technology to communicate with their customers. Via social and mobile media, not only modern brand communication is possible, but also target groups can be reached effectively. Fashion brands like Adidas Originals, Converse, Nike or Puma are amongst the ranking of the top brand facebook fanpages for example, and are using their brand communities for information, dialogue, entertainment and distribution.

Thus, the step into the mobile world of Web 2.0 seems to just be a reasonable and overdue consequence. Especially young people make their purchase decisions online and via social networks more and more often. According to a survey from emarketer.com, 68% of American facebook users said they were influenced positively by recommendations of friends when buying a product. In addition, 41% of the interviewed persons use the brands' fanpages to show their friends which products they like.

Best example for the beginning of a new era is the growing number of companies that show live streams of their fashion shows in the internet and on social networks. Another important virtual trend is the spreading of mobile apps. Apart from tools to compare products and prices, users can also search for special products and order them directly. That way, both the iPhone and iPad become the ideal surroundings for brands in the fashion and lifestyle industry.

But how will online, mobile and social media change the fashion industry, and how can fashion brands and retailers effectively make use of the vast potential this field is holding?

On December 2nd, the very 1st Sportswear International E-Fashion Summit takes place in Frankfurt – a must for those who aim to be successful in the fashion business in the future, both online and mobile.

Discover the latest E-fashion trends and hypes and get the best insights on how to use social and mobile media for your store and your brand. 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 date! Apply today and take advantage of a special offer! As a subscriber or advertiser of Sportswear International, you save €200!

This one-day conference serves as an excellent platform to discuss strategies and business models as well as providing you with a unique opportunity 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!

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.

Are you interested in a sponsorship and exhibition offer?

Take this opportunity to showcase your expertise.
Book your display area now.

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Premium-Partner:



The Demandware on-demand ecommerce platform combines the functionality, flexibility and customization capabilities of an in-house application with the operational benefits of the on-demand model, allowing you to realize the full potential of the online channel.

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Yes, I wish to register for the 1st Sportswear International E-Fashion Summit 2010 on December 2nd, 2010.

Congress fee per person € 990,- (plus VAT at 19%)

Yes, I am a subscriber or advertiser 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.

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- 15 %

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Date and Location:

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Accommodation

The hotel has reserved a quota of rooms for conference participants (single room: €145,- 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 "1st Sportswear International E-Fashion Summit 2010."

Conference Fee / Booking Conditions:

Please use the appropriate booking form. The fee for the one-day conference is € 990 plus 19% VAT, per person. If two or more persons from one company register, the third and subsequent persons will qualify for a 15% discount. The conference fee includes refreshments and lunch. Upon receipt of your registration, we will send you a confirmation together with an invoice. Participants will be admitted to the conference 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 conference, 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 maybe necessary.

Registration:

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