TREND LECTURES at KEYHOUSE - HALL 7 ROUND TABLE at BLUEZONE - HALL 7 ROOM K1 - MOC MUNICH

TUESDAY 3 SEPTEMBER 2024

10:00 AM - 10:30 AM | MONSIEUR-T.

Bluezone Denim Trends Age & Trend, Tops & Bottoms, Cores & Innovation. Insight & Inspiration for upcoming bestsellers. Tilmann Wröbel | Monsieur-T. « The denim lifestyle studio » TREND PRESENTATION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

10:30 AM - 11:00 AM | SUSTAINABLE INNOVATIONS

Key Conversation and Deep Dive about Future-oriented Sustainable Material Developments Join Simon Angel and material experts for an inspirational talk about future-proof material solutions that will add value to a sustainable and circular industry.

Simon Angel | Sustainable Innovations Curator – MUNICH FABRIC START EDUCATIONAL TALK | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

11:00 AM - 12:00 PM ADIDAS X SHAPE INNOVATE

In Conversation With Drishti Masand: Discovering Innovations - Adidas' Journey with the New Cotton Project and T-REX Join Drishti and Muchaneta as they will delve into how adidas leverages innovation and public research projects such as the EU-funded T-REX project.

Drishti Masand | Senior Manager, Sustainability Direction – adidas Muchaneta ten Napel | Founder & CEO – Shape Innovate INNOVATION TALK | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

11:30 AM - 12:00 PM VICUNHA

Vicunha Denim With Zero Fresh Water The Brazilian textile giant invests to treat domestic sewage to feed water to industries and city. Ralf Dislich | Managing Director – Vicunha Europe EDUCATIONAL TALK | (EN) | SEMINAR ZONE | BLUEZONE - HALL 7

12:00 PM - 1:00 PM | PECLERS PARIS

WOMEN'S FASHION TRENDS FW 25 - 26: REDUKTION, STRENGE VERSUS EMOTION, KREATIVITÄT Eine Saison mit Fokus auf einem minimalistischen, essenziellen Look auf der einen Seite, wertigen Materialien und luxuriösem Chic. Auf der anderen Seite wollen wir der Effizienz, Perfektion und einem durchgetakteten Alltag etwas entgegensetzen: Wir leben unsere Sehnsucht nach Romantik, einer selbstbewussten Femininität aus und experimentieren mit der Verfremdung des Vertrauten. Karin Schmitz | Business Development Director – Germany, Austria & Switzerland – PECLERS PARIS

TREND PRÄSENTATION | (DE) | RAUM K1 | MOC MÜNCHEN

12:00 PM - 1:00 PM | DENIM DEAL

Join this panel discussion where the future of the Denim Deal in Germany will be disclosed. Sharing their mission, vision and goals in forming part of the global initiative driving the production of 1 billion pair of jeans containing at least 20% PCR. Max Gilgenmann | Co-CEO – studio MM04 Angela Velasquez | Executive Editor – Rivet Magazine INNOVATION TALK | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

Denim Deal Germany – Unveiling first Signatories

12:00 PM - 1:00 PM | TONELLO

BLUE D.E.W. – DENIM.EDUCATION.WORKSHOP Essentials of Washing Alice Tonello | Marketing and R&D – Tonello Alberto Lucchin | Marketing & Sustainability Manager – Tonello WORKSHOP | (EN) | ROUND TABLE | BLUEZONE - HALL 7

1:00 PM - 1:30 PM | YOONA.AI

Al in Fashion: Examples, Best Practices, and What's Next Anna Franziska Michel | CEO & Co-Founder – Yoona.ai TECHNOLOGY TALK | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

1:30 PM - 2:00 PM | TEX.TRACER

Unveiling the Unseen: Achieving Verified Transparency in the Fashion Supply Chain Join us for an in-depth exploration of the fashion supply chain. Discover how innovations enable the collection and verification of supply chain data, from raw materials to end product. Bart Westerman | Founder and COO – tex.tracer TRACEABILITY KEYNOTE | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

2:00 PM - 3:00 PM | AMFORI

How to collaboratively tackle CSDDD challenges in the fashion industry Learn about the upcoming obligations and regulations, such as the Corporate Sustainability Due Diligence Directive (CSDDD), and how the various parties can play a part in the due diligence cycle and work together on continuous improvement. Christiane Huegelmann | Head of Sustainability, Holy Fashion Group/ Strellson AG

Laura Wauters | Sustainability Expert – amfori Serife Boz | Board Member – Novateks Barbaros Susuzlu | Merchandising Manager, Planning & Production – Novateks Muchaneta ten Napel | Founder & CEO – Shape Innovate (Moderation) PANEL DISCUSSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

2:00 PM - 3:00 PM | HMS WASHING

DIY Denim Dash with @hmswashing Create your own denim fades, patterns and DIY stonewash looks with HMS's sustainable, patented tools, including the HMS Designer Pen! Beyza Baykan | Founder and Managing Director – Baytech Sustainable Technologies Ltd. WORKSHOP (EN) ROUND TABLE BLUEZONE - HALL 7

3:00 PM - 4:00 PM | FASHION COUNCIL GERMANY

Sustainable Innovations & Solutions for Fashion Learn about innovative textiles, design approaches and consumer awareness and create synergies to advance sustainability in the fashion industry.

Tanja Vojkic | Category Lead Fashion – eBay Thimo Schwenzfeier | General Sales Manager – Peek & Cloppenburg Ines Rust | Co-Founder & Creative – Dawn Denim Chelsea Jean Lamm | Designerin Catherine Hansmann | Sustainability & Responsibility Manager – Fashion Council Germany (Moderation)

PANEL DISCUSSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

3:00 PM - 4:00 PM | LYCRA®

INTRODUCING A REVOLUTION IN THE WAY YOU DESIGN FOR DENIM -LYCRA FitSense® Denim Technology For over 60 years, The LYCRA Company has been at the forefront of fiber innovation and expression. LYCRA FitSense®denim technology is the next game changer – invisible targeted shaping to make every pair of jeans a perfect fit, for all body types and shapes. Ebru Ozaydin | Global Strategic Marketing Director Denim, Wovens and RTW – LYCRA® EDUCATIONAL TALK | (EN) | ROUND TABLE | BLUEZONE - HALL 7

4:00 PM - 5:00 PM | BORNEMANN ETIKETTEN X DM DROGERIEMARKT

Digital Solutions for International Branding How dm-drogerie markt and Bornemann-Etiketten simplify complex processes by using digital tools. Nathalie Bordère | Teamleiterin Qualitätsmanagement Textil – dm-drogerie markt GmbH & Co. KG Jonas Kronenberg | CDO/CIO – Bornemann-Etiketten GmbH Muchaneta ten Napel | Founder & CEO – Shape Innovate (Moderation) INNOVATION PANEL | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

4:00 PM - 5:00 PM | COTTON DIARIES

Meet the Farmers Growing the Cotton in Your Jeans Join the #WhoMadeMyCotton journey to the Turkish cotton fields. Discover how the learnings from the farmers growing these experiences have reshaped the view of the textile supply chain. Anne Oudard | Denim Consultant – Cotton & Traceability Enthousiast Ani Wells | Sustainable Fashion & Impact Communications Consultant EDUCATIONAL TALK | (EN) | ROUND TABLE | BLUEZONE - HALL 7

5:00 PM - 6:00 PM | DEVALIA

GREAT GREEN INTELLIGENCE Join this interdisciplinary approach to SUSTAIN-REMAIN and REGAIN in a fast-evolving industry.

Laura Pianazza | International Sales and Marketing – Re-Point Andrea Venier | Managing Director – Officina +39 Anthony Syams | CEO and Founder – COTIT inspiring industries Dalia Benefatto | Founder of DEVALIA & Lecturer Andrea Monti | Consultant at NEXIA SRL & Business Economics Professor Dr. Erminia D'Itria | Assistant Professor, Design Dept. – Politecnico di Milano Maria Cristina Pavarini | Senior Editor – THE SPIN OFF (Moderation) PANEL DISCUSSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

5:00 PM - 6:30 PM | HESSNATUR STIFTUNG

Wettbewerbsfähig und erfolgreich mit der richtigen Nachhaltigkeitsstrategie im Unternehmen Part 1: Die Rolle von CSRD, Eco Design Directive und weiterer anstehender Regulierungen. Part 2: Strategische Implementierung der neuen Vorschriften

anja.umann@hessnatur-stiftung.org Rolf Heimann | Vorstand & CEO – Hessnatur Stiftung Carlotta Queirezza | Senior Sustainability Consultant – Hessnatur Stiftung WORKSHOP | (DE) | RAUM K1 | MOC MÜNCHEN

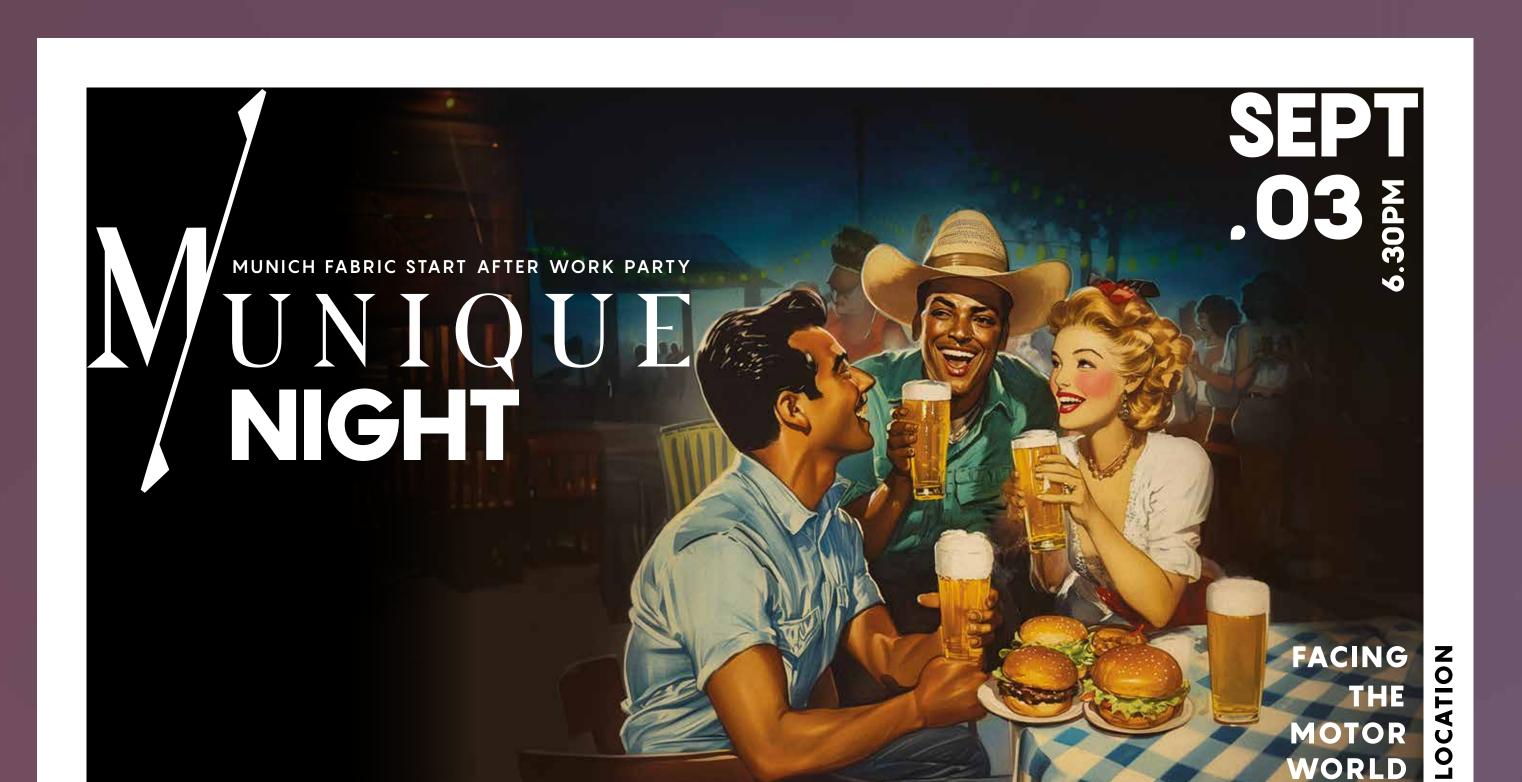
Kostenfreie Teilnahme mit Voranmeldung per Email an:

5:00 PM - 6:00 PM | WOMEN IN DENIM

THE WOMEN IN DENIM Meet inspiring women in denim and know them better through a fun & unexpected Q&A networking session. Lucie Germser | Founder & Artistic Direction – Sphynx Agency Q & A | (EN) | ROUND TABLE | BLUEZONE – HALL 7

6:00 PM - 6:30 PM DQS

Navigating the Complexities of the Sustainability Jungle Venture into the ever-expanding jungle of corporate sustainability regulations, where acronyms like CSRD, CSDDD, and the Green Claims Directive lurk among the undergrowth. This session provides an overview of the most important legal developments. Learn how you can position yourself, meet the requirements and stand out. Constanze Illner | Nachhaltigkeitskommunikation DQS EDUCATIONAL SESSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7



BUYERS CLUB

FOOD - BEER - MUSIC BAVARIAN COUNTRY MOOD

WEDNESDAY 4 SEPTEMBER 2024

10:00 AM - 10:30 AM | AMD - AKADEMIE FÜR MODE &

Megatrends: Why They Matter, How They Impact us and What Senses They Engage With! Join the Vision of AMD Students for Various Megatrends in Life: **Mobility in Fashion** – Rage of the Fast Life **Megatrend Mindfulness** – Is Mindfulness the solution? **Selbstoptimierung** – Wann sind wir genug? Urbanisation & Urban Gardening – How to enjoy the benefits of an urban lifestyle while experiencing rural bliss **Lifelong Learning** – Man lernt nie aus

TREND PITCH | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

10:30 AM - 11:00 AM | HESSNATUR STIFTUNG

Hessnatur Stiftung: Von der richtigen Nachhaltigkeitsstrategie, über die Implementierung zum Unternehmenserfolg – Automatisierung, Digitalisierung und Datenmanagement Das richtige Zusammenspiel einer Nachhaltigkeitsstrategie mit passender Software Lösung – Ein Fachgespräch zwischen Nachhaltigkeitsspezialisten und einer IT Expertin zur einfachen

Carla Gutsche | Projektmanager DACH – Retraced Rolf Heimann | CEO – hessnatur stiftung PING PONG | (DE) | TREND LECTURES | KEYHOUSE - HALL 7

ADDITIONALS H1

PER4MANCE H2

RESOURCE H2

THE SOURCE H2

BLUEZONE H6, H7

FABRICS H2, H3, H4, A3, A4, S1

DESIGN STUDIOS S1 DS, E 119 & F 111

KEYHOUSE / SUSTAINABLE INNOVATIONS H7

***LECTURE/SEMINAR CENTRE

* CHECK IN

i INFORMATION

FIRST AID STATION

AIRPORT SHUTTLE

FOTO POINT

ELEVATOR

10:30 AM - 11:30 AM | ENDRIME® Explore the ENDRIME® Denim Archive and stories behind the pieces Mohsin Sajid | Owner & Creative Director – ENDRIME® INSPIRATION TALK | (EN) | ROUND TABLE | BLUEZONE - HALL 7

11:00 AM - 13:00 PM | LI EDELKOORT

Private Lecture on Fashion & Textile Forecast PARIS & Colour Forecast ILLUSTRATIONS for Autumn / Winter 2025-26 Join the famous trend forecaster and experience her private lecture on the forecast for fashion, textiles and colours for Autumn.Winter 2025-26 live in an intimate setting.

Access with ticket only, limited seats available! Li Edelkoort | Trend Forecaster – TRENDUNION TREND PRESENTATION | (EN) | ROOM K1 | MOC MUNICH

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Simon Angel | Sustainable Innovations Curator – MUNICH FABRIC START EDUCATIONAL TALK | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

11:30 AM - 12:00 PM | CRADLE2CRADLE CERTIFIED® Make Circularity Actionable & Fashionable! Get to know Cradle to Cradle Certified®, the circular product standard for

positive impact. Nienke Steen | Global Lead Apparel, Textiles and Footwear – Cradle to Cradle Products Innovation Institute EDUCATIONAL SESSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

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12:00 PM - 1:00 PM | GREAT GREEN TECHKNOWLEDGE

GREAT GREEN TECHKNOWLEDGE – A Deep Dive into Tech-Driven Viability That Emerges from Collaboration Revolutionizing the Fashion Industry with Innovative Fibers, Machinery, Processes, and Open-Source Collaboration Ebru Ozaydin | Global Strategic Marketing Director Denim, Wovens and RTW – LYCRA® Mehmet Serdar Ozcan | Sales Director – Calik Denim

Alberto Lucchin | Marketing & Sustainability Manager – Tonello Andrea Venier | Managing Director – Officina +39 Julio Perales | Product/Technical Manager Indigo-Sulphur /TE -Commercials - Regional Marketing – Archroma Mustafa Güleken | General Manager – Kipas Denim Sara Diaz | Founder HILO Textiles & Co-Founder berlin textile coop Maria Cristina Pavarini | Senior Editor – THE SPIN OFF (Moderation) INNOVATION PANEL | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

12:00 PM - 12:30 PM | WKS

SECOND HAND - The Sustainable Growth Driver Why leave the second-hand market and its sales to peer2peer platforms? Why smart brands should do this themselves – and how to tackle it step by step.

EDUCATIONAL TALK | (EN) | ROUND TABLE | BLUEZONE - HALL 7

Gregor Kischel | Head of Sales & Garment Finishing – WKS

12:30 PM - 1:00 PM | SHARABATI DENIM BLUE D.E.W. – DENIM.EDUCATION.WORKSHOP Essentials of Fabric Sourcing

Constantin Vratsidas | Global Sales – Sharabati Denim Tilmann Wröbel | Monsieur-T. « The denim lifestyle studio » WORKSHOP | (EN) | ROUND TABLE | BLUEZONE - HALL 7

1:00 PM - 2:00 PM | TRIMCO GROUP

Threads of Change – The Environmental and Social Impact of Regenerative Cotton

Hype, Hope, and Horizons: Can regenerative cotton help the textile industry build a better manufacturing culture? This panel will explore the potential, opportunities, and challenges that regenerative cotton presents for brands, manufacturers, and consumers alike. Niccy Kol | Regenerative Business Developer – Raddis Cotton Lone Mogensen | Sustainability & Brand Coordinator – Trimco Group Claudia Stöhr | Head of Quality, Innovation & Sustainability – Lässig GmbH Anne Oudard | Denim Consultant – Cotton & Traceability Enthousiast Muchaneta ten Napel | Founder & CEO – Shape Innovate (Moderation)

PANEL DISCUSSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

2:00 PM - 3:00 PM | TRACEABILITY PANEL

Unraveling the Fashion Supply Chain: Full Circle Fashion with the Power of Traceability This expert panel explores the opportunities and challenges of building a transparent and future-proof fashion industry by driving sustainability and consumer trust through transparency. Holly Berger | Marketing Director – Haelixa Ltd. Bart Westermann | Founder and COO – tex.tracer Julian Hötzel | Co-Founder – Trace Momentum Marco Lucietti | Head of Global Marketing and Communications – RE&UP Angela Velasquez | Executive Editor – Rivet Magazine (Moderation)

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3:00 PM - 4:00 PM | RECYCLING PANEL

Innovations, Challenges, and the Path to a Circular Textile Industry Drishti Masand | Senior Manager, Sustainability Direction – adidas Jyotsna Gopinath | Innovation Analyst – Fashion for Good Prof. Dr. Maike Rabe | Director of the Research Institute of Textile and Clothing, Department of Textile and Clothing Technology – HS Niederrhein Annabelle Hutter | Managing Director – Säntis Textiles Muchaneta ten Napel | Founder & CEO – Shape Innovate (Moderation) PANEL DISCUSSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

Closing the Loop: Breaking Down Barriers in Fiber Recycling for Fashion

4:00 PM - 5:00 PM | BIOTEXFUTURE - TRANSITIONLAB

BIOTEXFUTURE - TransitionLab: Connect. Interact. Improve. Sharing Results

Dr. Marco Schmitt | Projektleiter TransitionLab in BIOTEXFUTURE bei RWTH Aachen University Lehrstuhl für Technik- und Organisationssoziologie EDUCATIONAL SESSION | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

5:00 PM - 6:00 PM | SHAPE INNOVATE Unlocking the Why, What and How of Digital Product Passports

A Deep Dive into Digital Product Passports and Supply Chain Transparency – This session will unlock the potential and guideline for the "How" of DDP. Learn how to move from theoretical sustainability to actionable strategies within the fashion supply chain. Brands and retailers gain valuable knowledge on how the WHY and the WHAT to begin preparing for DPP now and ensure complete inventory

Marianne Uddman | Senior Vice President Go To Market – TrusTrace Muchaneta ten Napel | Founder & CEO – Shape Innovate (Moderation) DIGITISATION TALK | (EN) | TREND LECTURES | KEYHOUSE - HALL 7

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