



**FASHION TECHWAY @ India Fashion Forum**  
**Dec 17 & 18, 2019, Ball Room 2, Hotel Conrad, Bengaluru**

**Agenda: Day 1 - Dec 17, 2019**

09.30 am - 01.00 pm	IFF & Fashion Techway Joint Sessions
01.00 pm - 01.30 pm	Lunch
Dec 17, 2019	<p><b>Format: RETAILER'S CASE STUDY/ EXPERT PRESENTATION/ 7 MINUTES INSIGHTS</b>  <b>Followed by Roundtable/ Panel discussion</b></p>
<p><b>01.30 pm – 02:30 pm</b>   <b>OPENING SESSION</b></p>	<p><b>FASHION TECHWAY OPENING</b>  <b>ACCELERATING THE FUTURE OF FASHION</b></p> <p><i>The fashion sector is one of the largest industries in the global economy and today, tech is transforming fashion at a faster pace than ever. From robots that sew and cut fabric, to AI algorithms that predict style trends, to VR mirrors in dressing rooms, technology is automating, personalizing, and speeding up every aspect of fashion. Also the way we work is changing - company cultures and leadership teams are evolving to meet the needs of their digital native employees.</i></p> <p><i>From the frontend to the backend, whether you are a brick-and-mortar retailer, a designer label or an e-commerce platform, you have to have tech to enable yourself.</i></p> <p><i>The Fashion Techway Opening Session for C level leaders is designed as a compass and shortcut to all the relevant fashion-tech developments out there, presented by industry experts.</i></p>

Dec 17, 2019	<b>Format: RETAILER'S CASE STUDY/ EXPERT PRESENTATION/ 7 MINUTES INSIGHTS</b> <b>Followed by Roundtable/ Panel discussion</b>
02:30 pm - 03:30 pm	<p><b>DISRUPTING FASHION FOR A BILLION CONSUMERS THROUGH TECHNOLOGY</b>  <b>Session Partner: Unicommerce</b></p> <p><b>2020 IS ROUND THE CORNER, WHERE ARE WE ?</b>  <b>HOW FASHION INDUSTRY IS GEARING UP TO SERVE THE FUTURE CONSUMER?</b></p> <p><i>Divergence in convergence, everyone agrees that technology is changing the way we do business and consumers perceive a brand and decide their shopping preferences. Everyone is doing something different and yet they are trying to reach the same goal. Technology providers are stretching imagination on what their solutions can do which early adopters are using to differentiate until competition catches up. The debate is all about:</i></p> <ol style="list-style-type: none"> <li>1. <i>What is the future of fashion enabled by technology?</i></li> <li>2. <i>What are the technology trends that are influencing the fashion industry?</i></li> <li>3. <i>What do retailers want and expect from technology providers?</i></li> <li>4. <i>What are global trends that have yet to catch on in India?</i></li> <li>5. <i>What are Indian experiments that stand out against the global arena?</i></li> <li>6. <i>Is digital design a reality?</i></li> <li>7. <i>Is technology only for fast fashion retailers?</i></li> <li>8. <i>What will the winner look like in 2020?</i></li> </ol>
03:30 pm - 04:30 pm	<p><b>DECODING A 360 DEGREE PERSPECTIVE OF THE CUSTOMER JOURNEY</b>  <b>Session Partner: LITMUS7</b></p> <p><i>Understanding what drives, changes and excels the customer relationship with the brand.</i>  <i>Connecting with the Customer: Exploring the changing dynamics of the new digital customer ecosystem</i>  <i>Leveraging data to create a single customer view:</i></p> <ul style="list-style-type: none"> <li>- <i>What drives the customer experience?</i></li> <li>- <i>What impacts the customer experience?</i></li> <li>- <i>What are the customer expectations from the brand?</i></li> </ul> <p><i>Evaluating what drives a consumer to transition in their journey from a consumer mentality to a shopper mentality.</i>  <i>Exploring what activates brand awareness and emotional engagement with a brand to determine strategies for driving sales.</i></p>

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04:30 pm - 05:30 pm	<p><b>FASHION TECHWAY ROUNDTABLE</b> Powered by Arvind Internet</p> <p><b>DO YOU HAVE A UNIFIED RETAIL OPERATING SYSTEM TO OWN YOUR CUSTOMERS?</b></p> <p><i>Digitization has rocked the foundation of retail, it is rewriting the rules of engagement, removing barriers to entry, widening competition, and overturning business models. In this omnichannel age, do you have a <b>"Unified Retail Operating System"</b> to own your customers? This session dives deeper into various approaches for successful retail transformation.</i></p>

05:30 pm – 06:30 pm	<p><b>FROM ONLINE TO OFFLINE AND BACK</b></p> <p><i>Why would a digitally born brand foray into bricks and mortar? And, what do they know that we don't? Exploring the reasons behind a reverse entry onto the high street, and the role that data plays in decision-making.</i></p> <p><i>Phygital is the new wave.</i></p>
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06.30 pm onwards	<b>Cocktails, INDIA BRAND SHOW, Entertainment &amp; Dinner</b>
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**FASHION  
TECHWAY**

Fashion Retail Powered by Tech

**FASHION TECHWAY @ India Fashion Forum**

**Agenda: Day 2 - Dec 18, 2019**

**Ball Room 2: Hotel Conrad, Bengaluru**

<p><b>Dec 18, 2019</b> <b>09:30 am –</b> <b>11:30 am</b></p> <p><b>RETAILER'S SUUCCESS STORIES</b></p>	<p><b>FASHION TECH SUCCESS STORIES</b></p> <p><i>Duet presentations by Finalists By India's Most Vibrant Partners (Brands/Retailers with Tech partners) 3 minutes Video Presentation – followed by Q&amp;A</i></p>	<p><b>MOST EFFECTIVE TECH IMPLEMENTATIONS IN</b></p> <p><i>Loyalty &amp; Customer Engagement. Customer Service &amp; Experience. Project Management &amp; Governance. Mobile Commerce. In-Store Technology.</i></p>	<p><i>Social Marketing. Enterprise Solution Implementation. Analytics &amp; AI. Data Security &amp; Privacy. Supply Chain Management. Omnichannel Optimisation.</i></p>
<p><b>Dec 18, 2019</b></p>	<p><b>Format: RETAILER'S CASE STUDY/ EXPERT PRESENTATION/ 7 MINUTES INSIGHTS Followed by Roundtable/ Panel discussion</b></p>		
<p><b>11:30 pm –</b> <b>12:30 pm</b></p>	<p><b>YOUR CUSTOMER'S JOURNEY STARTS AT FIRST SEARCH - by Synup</b> Consumer buying behavior has changed. People have more choices on more channels with more control than ever before. They want instant, easy access to business content and information that's relevant to their needs at the moment. And their journey to find it starts with what and how they search.</p> <p><b>UI/UX – THE ULTIMATE CONQUEST</b> <i>Everyone has a website, many have mobile apps; how do these compete with each other and with other channels to provide the customer an ubiquitous and seamless experience ? Do they generate revenue or drive customers to stores ? What works and how to get there. User Experience matters especially to retain customers with intuitive designs that reduce friction towards purchase.</i></p> <p><b>CUSTOMER LOYALTY</b> <i>Loyalty programs transforming with the changing customer desires and how can brands and retailers attract and retain customers</i></p> <p><i>Loyalty is redefined with the new age of retail with customer seeking the best experience, deals and promotions. Thus, loyalty requires significant effort from brands and retailers that extends to the end-to-end customer service and experience. Technology offers multiple options to engage and become the first consideration set for customers.</i></p>		

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12:30 pm – 01:30 pm	<p><b>TECHNOLOGY TO ENABLE FAST FASHION</b></p> <p><b>PERSONALIZING THE CONSUMER EXPERIENCE</b> <i>Using new digital fashion design and creation technologies together to truly personalize the consumer experience (end-to-end).</i></p> <p><b>TECH ACTING AS A DRIVER OF SUSTAINABLE FASHION</b> <i>Embracing Disruption &amp; Innovation to Create A Sustainable &amp; Zero Wastage Eco System in the Digital Era.</i></p>

01.30 pm - 02.00 pm	Lunch
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02:00 pm – 03:00 pm	<p><b>IN STORE TECH - 7 Minutes Insights</b> <i>Helping customers buy with virtual fitting rooms and endless aisles, self-checkout, queue busting, and easier access to relevant merchandise, multiple payment options</i></p> <p><b>'SMART STORES' FOR SMART SHOPPERS – THE STORE OF THE FUTURE THAT IS NEEDED TODAY, AND VERY MUCH POSSIBLE TO BUILD TODAY</b> <b><i>Trends In Retail Fashion Environment – to maximize the capabilities of Digital and Omnichannel retail</i></b></p> <p><i>Retail is changing like never before, and so are the stores. Thanks to new technologies, it is easier than ever for retailers to tailor every customers' experience. From digital hangars, lighting and mood solutions, fitting room apps; everything is possible to make the shopping experience engaging and surreal for the demanding shopper who expects nothing less than cutting-edge technology and best-in-class ambience at his service.</i></p> <p><i>Stores today need a repurposing, given the Omnichannel world we live in, and the online experience becoming more and more trendy for the shopper to enjoy shopping on the digital screen. Given their innately live, sensorial and experiential quality, physical stores have the potential to become powerful media points from which retailers can articulate their brand story, excite consumers about products and then funnel their purchase to any number of channels, devices and distributors.</i></p> <p><b><i>The physical store has the potential to be the most powerful and effective form of media available to a brand</i></b> because it offers an experience, which if crafted properly, cannot be replicated online. So what can you do to maximize this effect – learn more at this engaging discussion.</p>
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03:00 pm – 04:00 pm	<p><b>RETAILER'S CASE STUDIES –</b></p> <p><b>HOW TECH INNOVATION CAN TRANSFORM THE ENTIRE SUPPLY CHAIN/ ENHANCING SUPPLY CHAIN CAPABILITIES FOR A GREAT CUSTOMER EXPERIENCE</b></p> <p>While most retailers understand the importance of providing a consistently positive customer experience, many struggle with legacy systems that fail to address customer experience needs. To successfully serve omnichannel demand now and in the future, retailers must recognize and accept that changing market dynamics which necessitates adjustments to the old ways of doing things. As customer behaviour is evolving in the Omnichannel environment, getting the right fashion products to the right sales channels can be a highly complex process. This session will demonstrate how to be supply chain ready for the next phase of retail evolution.</p> <p><b>CUSTOMER CENTRIC TRANSFORMATION : FORMULATING THE NEXT STEP IN CX JOURNEY</b></p> <p><i>Learn how to effectively develop and implement supply chain strategies to reduce cost, increase productivity, provide better customer service and attain profitable business growth.</i></p>
04:00 pm – 05:00 pm	<p><b>BRINGING AI TO RETAIL</b></p> <p>Retail trends/ priorities and key drivers that are set to impact retail strategies combined with Retailing in an age of Artificial Intelligence.</p> <p>AI is the buzz, AI manifests in many ways – bots, ML, DL, the array is large. What are retailers doing to leverage this new trend and what are the business drivers ?</p> <p><b>HELPING CUSTOMERS DISCOVER THE RIGHT PRODUCTS – AN AI DRIVEN APPROACH.</b></p> <p><i>Choice is good, but unable to find products on a online retail site leads to a bad online shopping experience for the shopper, a lost opportunity for the online retailer and a possible win opportunity for a competing online retailer where the shopper is able to find the product with ease. It is a well-known fact through research that online shoppers have multiple online retail sites to search from and will always go back to the online retailer that provides them with the best online shopping experience. Ensuring shoppers with a high intent to buy a product, find it, is critical to all online retailers. Technology offers an opportunity to do just that to online retailers in their quest to attract and retain customers.</i></p> <p><b>THE VIRTUALIZATION OF RETAIL :</b>  <b>TAPPING THE POWER OF VR, AR &amp; OTHER EMERGING TECHNOLOGIES TO CREATE IMMERSIVE BRAND EXPERIENCES :</b> VR is already mainstream globally for fashion. Indian fashion houses and retailers need to catch up, especially with high fashion brands for experiential buying.</p>

Dec 18, 2019	<b>Format: RETAILER'S CASE STUDY/ EXPERT PRESENTATION/ 7 MINUTES INSIGHTS</b> Followed by Roundtable/ Panel discussion
05:00 pm – 06:00 pm	<p><b>CURATING FASHION THROUGH DATA</b> Creating value from data - efficiently turning insight and trends around to change the business model and better serve your customer driving quality, timely decisions based on quality analytics. Effectively gaining and analyzing people powered data to improve services data-driven product suggestions online with authentic stories - all the while keeping the brand true to the core.</p> <p><b>THE FINAL BASTION – CUSTOMER EXPERIENCE</b> Everyone loves deals, but fatigue is setting in with the tsunami of offers and promotions. Customers want experience – be it on the web, mobile, social media, bots, or in-store; they expect reduced friction towards their seamless shopping experience. Technology can change the rules of the game, customers change the game ! Retailers and Technology providers discuss and debate the future of retail and customer engagement and retention !</p>

06.30 pm - 07.30 pm	<p align="center"><b>IFF GRAND FINALE: SOLOx</b> 10 Vibrant Fashion Professionals to make 3 minutes Presentation to the Jury &amp; audience <b>#Untold Stories #Mega Life Lessons #Bold Opinions #Outstanding Outcomes #Biggest Business Dreams</b> – followed by Q&amp;A</p>
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07.30 pm onwards	<p align="center"><b>20<sup>th</sup> Images Fashion Awards -</b> Cocktails, Celebrations &amp; Dinner</p>
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*\*Agenda Session Titles, brief, speakers, dates and timings are subject to change*