

## PRESS RELEASE

### **INTESA SANPAOLO PROMOTES FASHION TECH IN NEW YORK TO DISCOVER THE MOST PROMISING COMPANIES IN FASHION AND LUXURY GOODS**

- **Intesa Sanpaolo is a partner of the Decoded Fashion NYC Summit**
- **This is the Intesa Sanpaolo StartUp Initiative's first event in New York, dedicated to the Fashion Tech world**
- **Seven start-ups – of which three were Italian and four were international – were chosen by Intesa Sanpaolo's Innovation Center to be presented to the market**
- **A study was presented on the trends which are revolutionising the fashion and luxury goods world**

*New York, 3 November 2017* - **Intesa Sanpaolo** confirms its role as a springboard and promoter of new successful companies, with two initiatives organised in New York which are dedicated to the world of fashion tech.

The Group was a key player at the **Decoded Fashion New York Summit 2017**, held in the Big Apple on 1 and 2 November, where players in the fashion tech world – brands, retailers, innovators, technology operators – met to exchange their views on the evolution of the fashion world and on future trends in the sector. Thanks to their partnership with Intesa Sanpaolo, three Italian start-ups were selected to take part in the event and were showcased alongside the most innovative and promising international companies in the fashion and luxury goods sectors. At the heart of the two-day event, and subject of the meetings and round tables, were the rapid changes in the market: from the developments in retail and e-commerce, to the links between traditional business models and new technologies.

The Bank also dedicated another very important event to this sector: the **Intesa Sanpaolo StartUp Initiative FashionTech Showcase**, which was organised **for the very first time** in the HUB branch on One William Street in **New York**. During the event, seven start-ups – of which three were Italian and four were international – presented their business plans and strategies to around 100 potential international investors and stakeholders.

During the event, a study entitled “*Omni-Marketing and Instant Fashion*” was also presented, conducted by the Intesa Sanpaolo's **Innovation Center** and fashion and luxury goods provider **Fashionbi**. The study considers the latest trends which are

changing the fashion market - a market currently worth approximately 1.4 trillion dollars and in which Italy is one of the five biggest exporters in the world, behind China, which exported products valued at more than 280 billion dollars in 2015.

The report particularly examines the main market trends: these include sustainable fashion ('*Green & Circular*') and sport clothing combined with innovative technology ('*Athleisure*'). Finally, there was a specific focus on the development of digital payment systems, the monetisation of social media, and marketing relating to Artificial Intelligence.

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“This year we wanted to form a synergy by supporting our partnership with the Decoded Fashion Summit with our event Intesa Sanpaolo StartUp Initiative,” - said **Maurizio Montagnese**, Intesa Sanpaolo's Chief Innovation Officer - “confirming our continued commitment to act as a bridge between the Group's customers and the start-ups, as well as to develop their open innovation strategies. In particular, findings from our Fashion Tech Report prove that technological innovation is deeply transforming fashion and luxury goods' growth trends. It is only by attempting to monitor and anticipate trends that companies in a strategic sector like Made in Italy can continue to compete in global markets”.

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During the Decoded Fashion Summit and the StartUp Initiative FashionTech Showcase, the seven most innovative start-ups in the fashion and luxury goods sectors were showcased.

- **DIS – Design Italian Shoes:** e-commerce platform for the sale of men's bespoke footwear, which are entirely made in Italy;
- **iCoolHunt/NextAtlas:** big data solutions for real-time analysis of emerging trends in the fashion industry;
- **NearIT:** proximity marketing solutions for brands (with specific applications for Fashion Retail);
- **Sailplay:** platform for customer loyalty, offering automated and gaming solutions to improve customer experience;
- **Trendalytics:** a team of retail agents, designers, engineers and data scientists who have come up with a big data platform on fashion for the most creative of companies;
- **Kustomer:** Intelligent CRM for customer support teams. The platform gathers together all data and customer interactions, cutting down resolution time and increasing customer satisfaction.
- **See Fashion:** Intelligent anticipation of trends and real-time customisation of web sites, based on Big Data and Artificial Intelligence

*For more information*

**INTESA SANPAOLO**

Media Relations – Corporate & Investment Banking and International Media Office

Tel. +390287962489

[stampa@intesasanpaolo.com](mailto:stampa@intesasanpaolo.com)