



DAGORÀ

LifeStyle • Innovation • Hub

We Connect, You Grow



23.10.2024

PLATINUM SPONSORS



S N C E

STRATEGIC PARTNERS

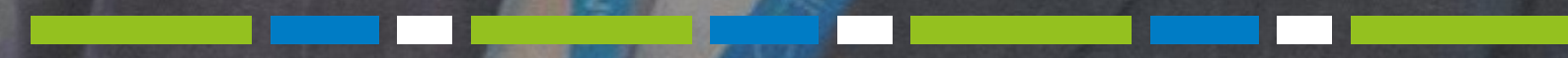




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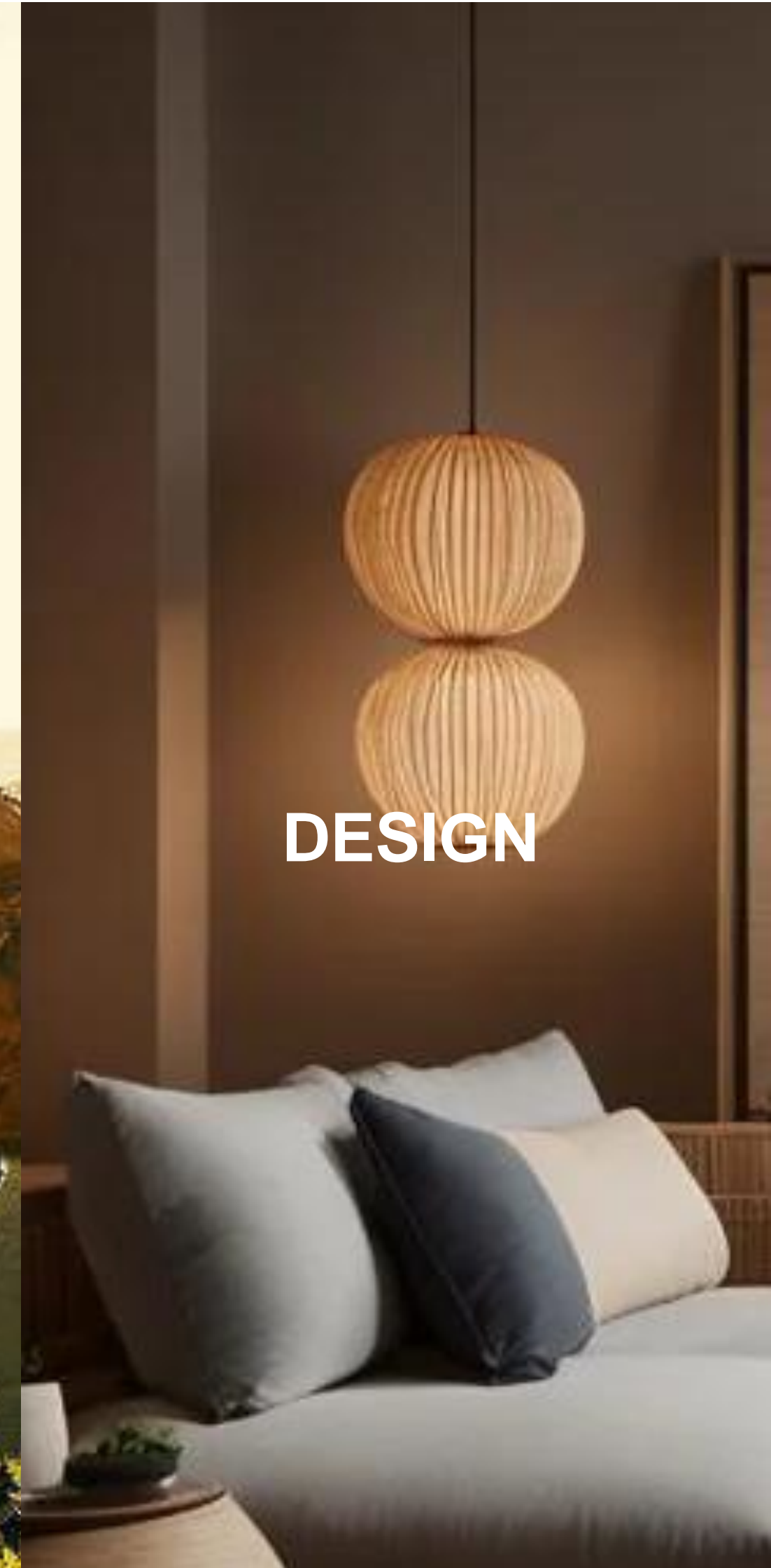
We Connect, You Grow



Our Mission

We connect C-level managers, decision makers in the Lifestyle sector to stimulate knowledge sharing, facilitate peer-to-peer networking and generate investment opportunities.

is active in the Lifestyle sectors:



We are a membership-based community of:

- **C-level Managers**
- **Investors**
- **Entrepreneurs**

in the Lifestyle sector



A brand, retailer, manufacturer fast-growing community since March 2024

INVESTORS



V&C



FASHION

HUGO BOSS



SALOMON

DESIGN

Berto
SALOTTI

Mooris.ch
SELECTED M LIFESTYLE

FOOD

Pellegrini

NESPRESSO



BEAUTY & HEALTH

CLINIQUE
LA PRAIRIE
SWITZERLAND

TRAVEL



Expedia

The **DAGORÀ** membership enables you to foster innovation through knowledge sharing, networking and generate business opportunities



1
**EVENTS, TRAININGS
& WORKSHOPS**



2
**OPEN INNOVATION
PROJECTS**



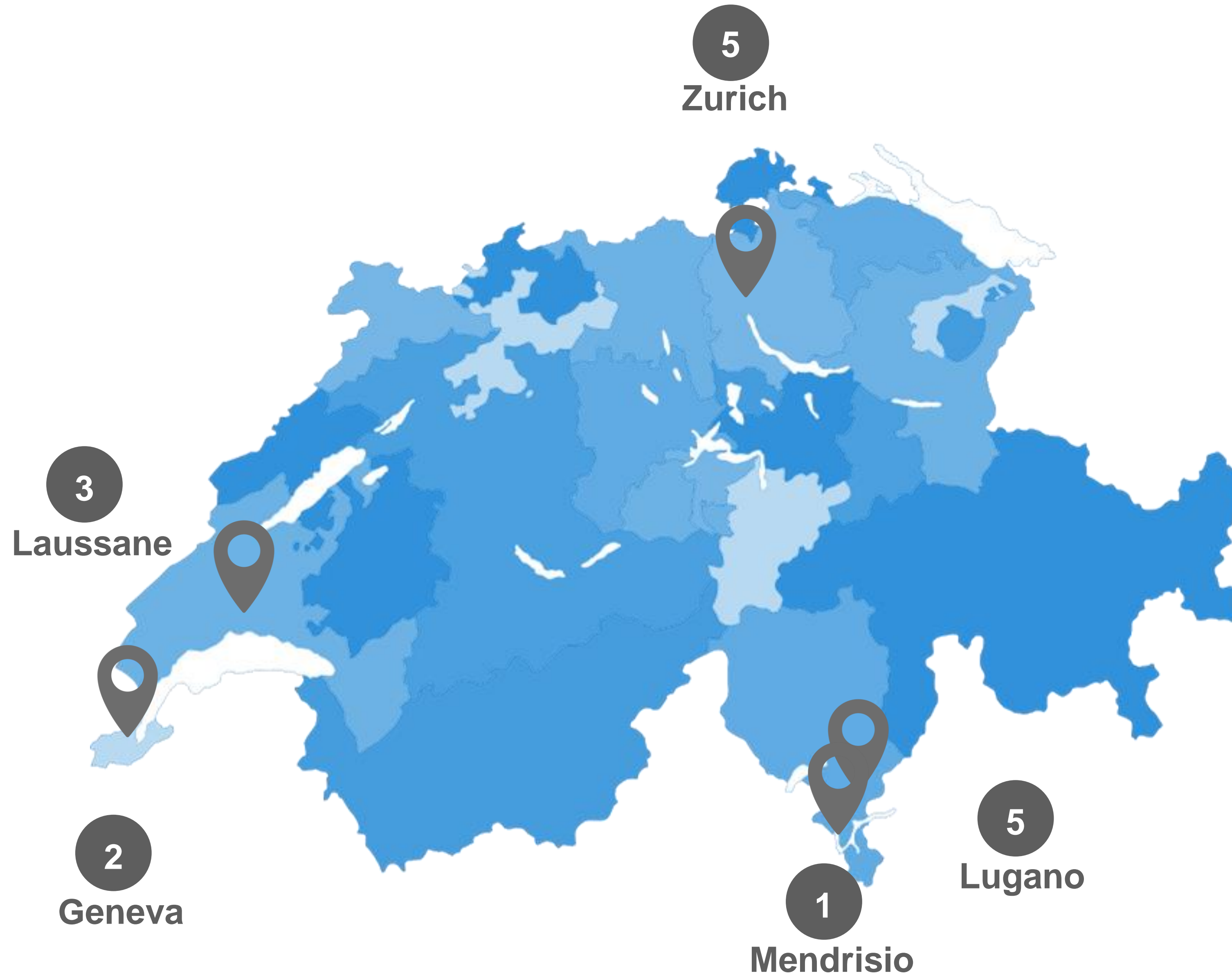
3
**INNOVATION HUB
CO-WORKING SPACES**

1

EVENTS, TRAININGS & WORKSHOPS

DAGORÀ
LifeStyle • Innovation • Hub

operates in all main areas of Switzerland



2025 activities

Example MAIN EVENT

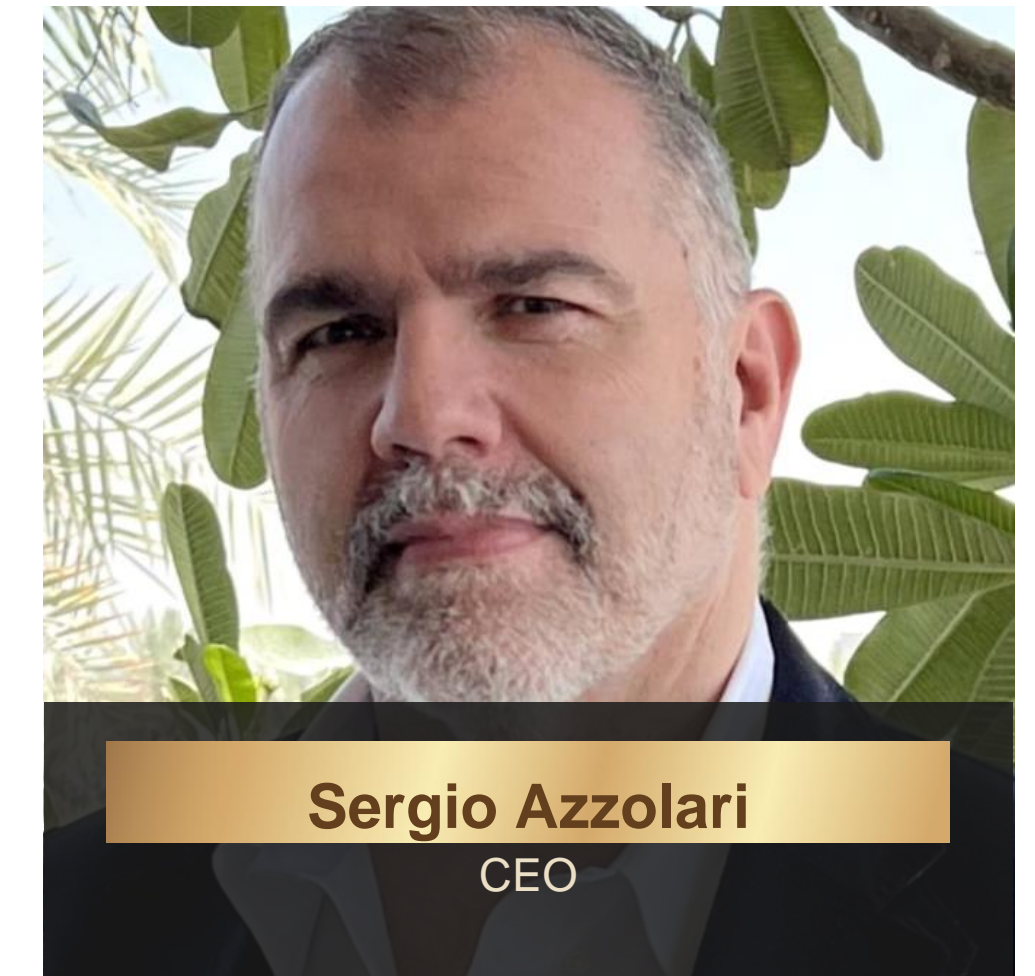
E-luxury Summit

@ IMD Lausanne
26 November 2024

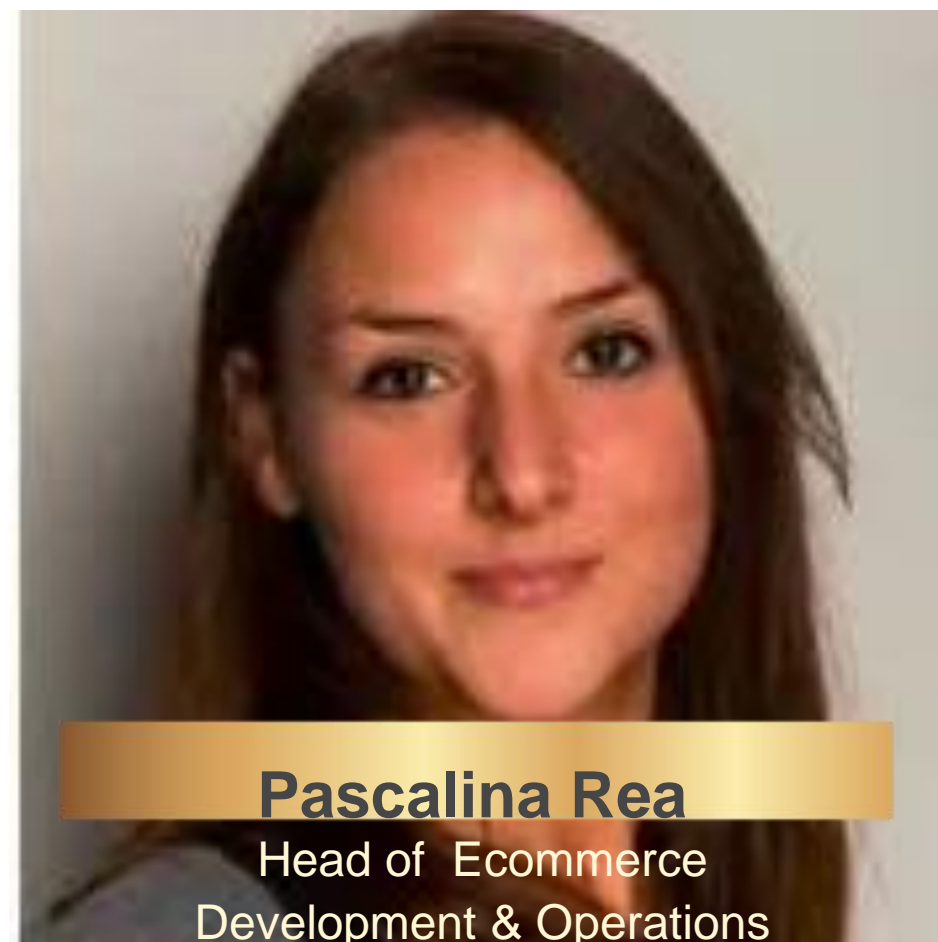
350 people



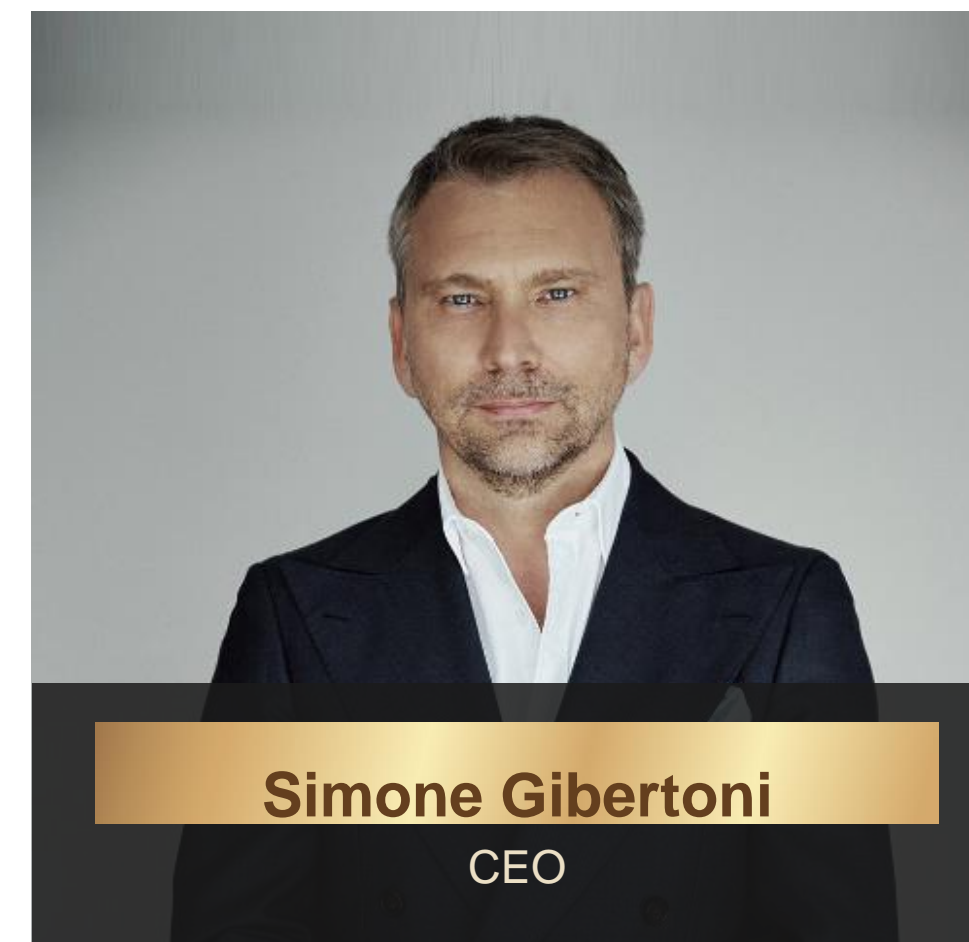
BVLGARI



roberto cavalli



Cartier



CLINIQUE
LA PRAIRIE
SWITZERLAND



GALDERMA
EST. 1981

Example MAIN EVENT

Lifestyle
Innovation Day

@ LAC Lugano
19 May 2025

800 people



Example INDUSTRY FOCUS HALF DAY EVENT

Food & Beverage

@ Dagorà Lugano
6 February 2025

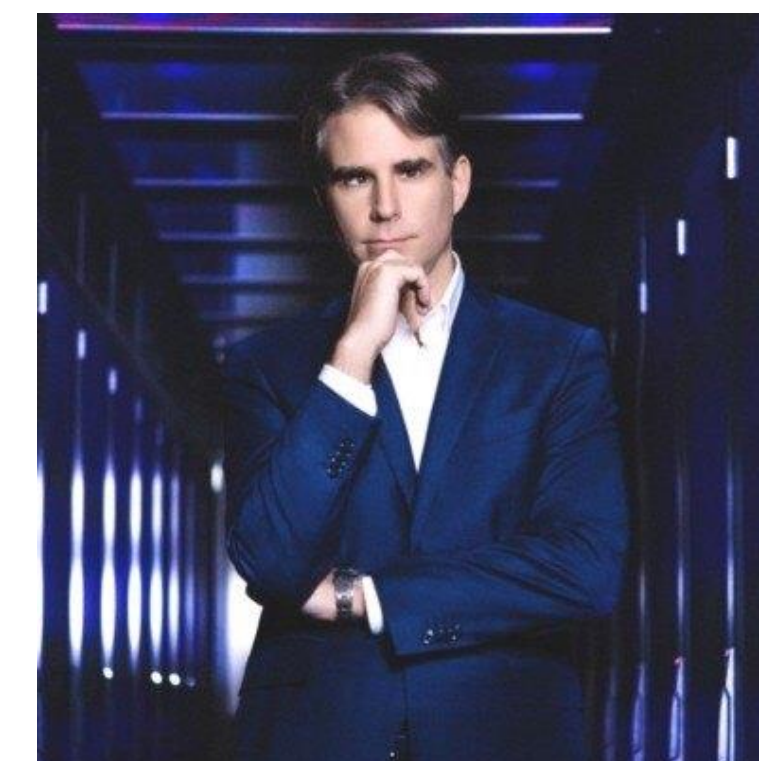
50 people



Tristan Kohler
Digital Commerce Manager



Angelo Bondi
Food Scout



Nicola Moresi
Board Advisor



Luca Casura
Group Chief Marketing
Officer



Federica Bigiogera
Marketing & Commercial
Manager Italy



Mattia Zanetti
Head of Global Digital &
Brand Experience



**Example
COMMUNITY DAY**

MSC Cruises

**@ MSC Geneva
4 February 2025**

20 people



**Example
INVESTOR DINNER**

**@ Zurich
17 September 2025**

20 people



Example WORKSHOP

TRAVEL

@ Zurich
17 June 2025

20 people



Example TRAINING

Crypto & Blockchain applications in Retail

@ Online
17 June 2025

unlimited



2

OPEN INNOVATION PROJECTS

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9
TOM MAULT
Evidon

LUDOVICA ROSSI

Fashion & Lifestyle

Innovation Booster Fashion & Lifestyle 2 million funding from Innosuisse

The **IB - Fashion & Lifestyle** empowers **operational, technological, and social** innovations developed with and for the Swiss Fashion and Luxury sector. In alliance with LTCC, our community leverages a unique ecosystem enabling the dissemination of radical solutions to the key challenges of Fashion and Lifestyle.



The Innovation Booster (IB) instrument is creating an environment to foster science-based and sustainable radical innovation and provide a competitive advantage to Swiss companies and organisations. - A Swiss official program dedicated to Innovation, Dagorà will operate the initiative for the years 2024 - 2027

How does it work?



Capitalising the Fashion & Lifestyle **community**

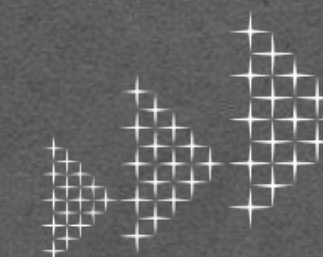


Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas** / year (≈ **CHF 27K / idea**) that prove potential to change the Fashion & Lifestyle world

Fashion
&
Lifestyle



Start-up scouting

BEAUTY INNOVATION AWARD

@ Lugano
6 June - 21
November 2024

130 Start-ups in
EU → 15 selected

lcmish.
— INVESTING IN INNOVATION

JURY MEMBERS



David Demnitz
Digital Commerce and
Marketing Director
Switzerland & Austria

ESTÉE LAUDER



Serena Izzo
eBusiness & CRM Manager



Matteo Milani
Chief Purchasing Officer



Bozena Nawara-Borek
Global eCommerce Team
Lead



Dodie Itaoui
Global Head of Digital
Marketing & Brand
Engagement

GALDERMA



Jonathan Brinbraun
Global General Manager

BVLGARI



Victoria Neymann
Chief Executive Officer



Marco Mazzucco
Chief Digital & Innovation
Officer

DAVINES GROUP

3

INNOVATION HUB / CO-WORKING SPACES

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Innovation Hub in the center of Lugano







We look forward to meet you at our lounge!

Do you want to join our community?



Carlo Terreni
President

 +41 79 376 62 38

 carlo@dagora.ch



Daniele Panato
Community Development
& Innovation Booster Director

 +41 76 584 7274

 daniele@dagora.ch

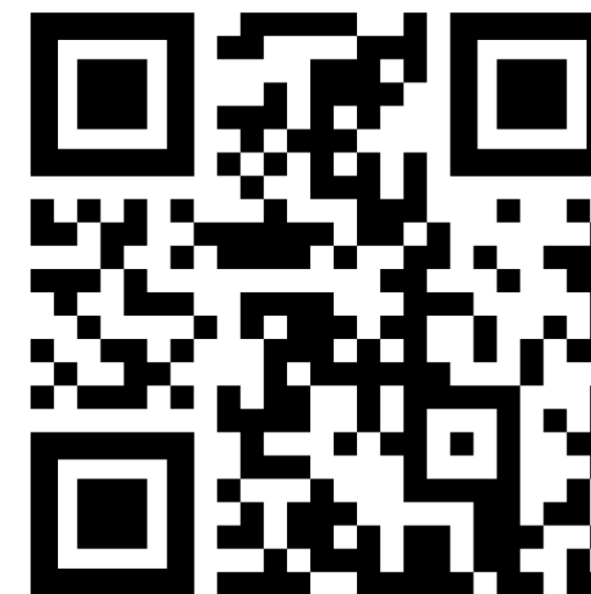
Are you a Dagora member?
Reach out to discover our 2025 event
calendar



Alessandra Baratelli
Community & Engagement Manger

 +41 76 68 36 29

 Alessandra.Baratelli@dagora.ch



Dagorà Events 2025