

# Innovation Booster Fashion & Lifestyle

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&  
Lifestyle



DAGORÀ

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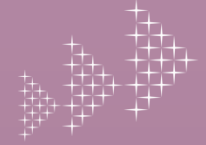
# Fostering Radical Innovation in Switzerland

*Daniele Panato*

*Community Development & Innovation Booster Director **Dagorà***

# ABOUT INNOVATION BOOSTER

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**Innosuisse** is the Swiss Innovation Agency. Its role is to promote science-based innovation in the interest of the economy and society in Switzerland.

Among different funding instruments Innosuisse promotes Innovation Boosters.

The Innovation Booster (IB) is a funding instrument that creates thematic communities to foster science-based and sustainable radical innovation through open innovation.

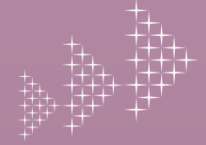
**Innosuisse - Swiss Innovation Agency**



Schweizerische Eidgenossenschaft  
Confédération suisse  
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Confederaziun svizra

# THE INNOVATION BOOSTER FASHION & LIFESTYLE

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## WHAT IS IT?

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The **IB – Fashion & Lifestyle** aims to identify top industry challenges, match them with research and experts and foster **Radical Innovation** through an open, sustainable, and user-centric approach.

## HOW DOES IT WORK?

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**Capitalizing** the Fashion & Lifestyle **community** to **solve industry challenges / problems**



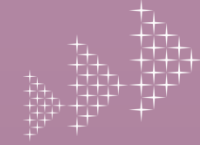
Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas** / year (≈ CHF 28K / idea) that prove potential to change the Fashion & Lifestyle world

# INNOVATION BOOSTER FASHION & LIFESTYLE PROGRAM PHASES

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## PHASE 0 INDUSTRY INPUT



## PHASE 1 CHALLENGE YOUR IDEAS



## PHASE 2 TEST, IMPLEMENT, LEARN



### INDUSTRY WORKSHOP

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community



### LAUNCH IB CALL FOR CHALLENGES APPLICATIONS

The **IB opens a call** on its online platform **jointcreate**, focusing on challenges identified during Industry Workshops



### APPLY TO THE IB CALL

People from **the community can submit proposals** of an **Innovation Hypothesis**

**OPEN NOW!**



### WORKSHOP "CHALLENGE YOUR IDEAS"

**Innovation Teams** are invited to join a **design thinking workshop**. They **explore the problems** and **co-create** with the support of experts



### PITCH YOUR IDEA & GET FUNDS

**Innovation Teams pitch** their **ideas**, and the **Jury decides** which **projects receive funding**



### TEST, IMPLEMENT & LEARN

**Awarded Innovation Teams execute** their **project**, **share** results/ lesson learned, **evaluate next steps**

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# CALL FOR CHALLENGES

## Threads of Innovation: Weaving Tech into Fashion's Future

*Deadline: April 16th, 2025*

We are searching for impactful and transformative innovation hypothesis to help the Swiss organizations and society adopting new radical approaches to technologies and cultural shifts, while embracing digitalization and enhancing resilience, agility, and adaptability in an ever-evolving global landscape.

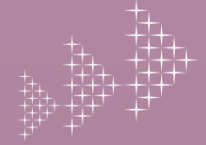
The Fashion industry is struggling to keep up with the rapid acceleration of technology development. We want to foster a deep understanding of the current issues, supporting the cocreation of new potential radical solutions that might enhance industry response to a fast-moving technological and cultural environment.

In considering eligible innovation hypothesis, we report hereafter a list of topics and challenges to be addressed:

- **AI AND GEN AI**
- **3D-BASED TECHNOLOGIES**
- **OMNICHANNEL, PHYGITAL EXPERIENCES & IMMERSIVE MULTIMEDIA**
- **DATA INTELLIGENCE**
- **ROBOTICS**

# INNOVATION TEAMS

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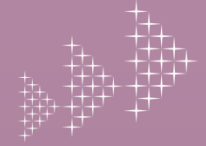
**Innovation Teams** consist in, at least:  
one **research partner** and one **implementation partner**.

*An Innovation team includes all partners who have the potential to make an important contribution to develop and improve the ideas.*

**Research partners** include university research institutes, non-commercial research centres outside the university sector, departmental research institutions with their own research projects and federal research institutes.

They collaborate with implementation partners and contribute to the innovation process through their research findings, knowledge and competencies.

**Implementation partners** can be national or international start-ups, SMEs or larger companies that offer products or services or implement processes, as well as non-profit organisations.



## WHAT IS IT?

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The **Pitch Jury consists of experts** in research, business and society who decide what ideas obtain funding.

The Jury adheres to program rules and to be trusted in the **protection of all the ideas**, being **responsible for reasonable funding**.

The jury is selected by the IB Team and consists of permanent members and temporary participants.

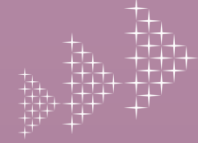
Jury members include managers and experts from **brands, associations, investors**, Swiss and international **academic** representatives.

# PITCH JURY COMPOSITION

## Call For Challenges #1: Innovation & Technology

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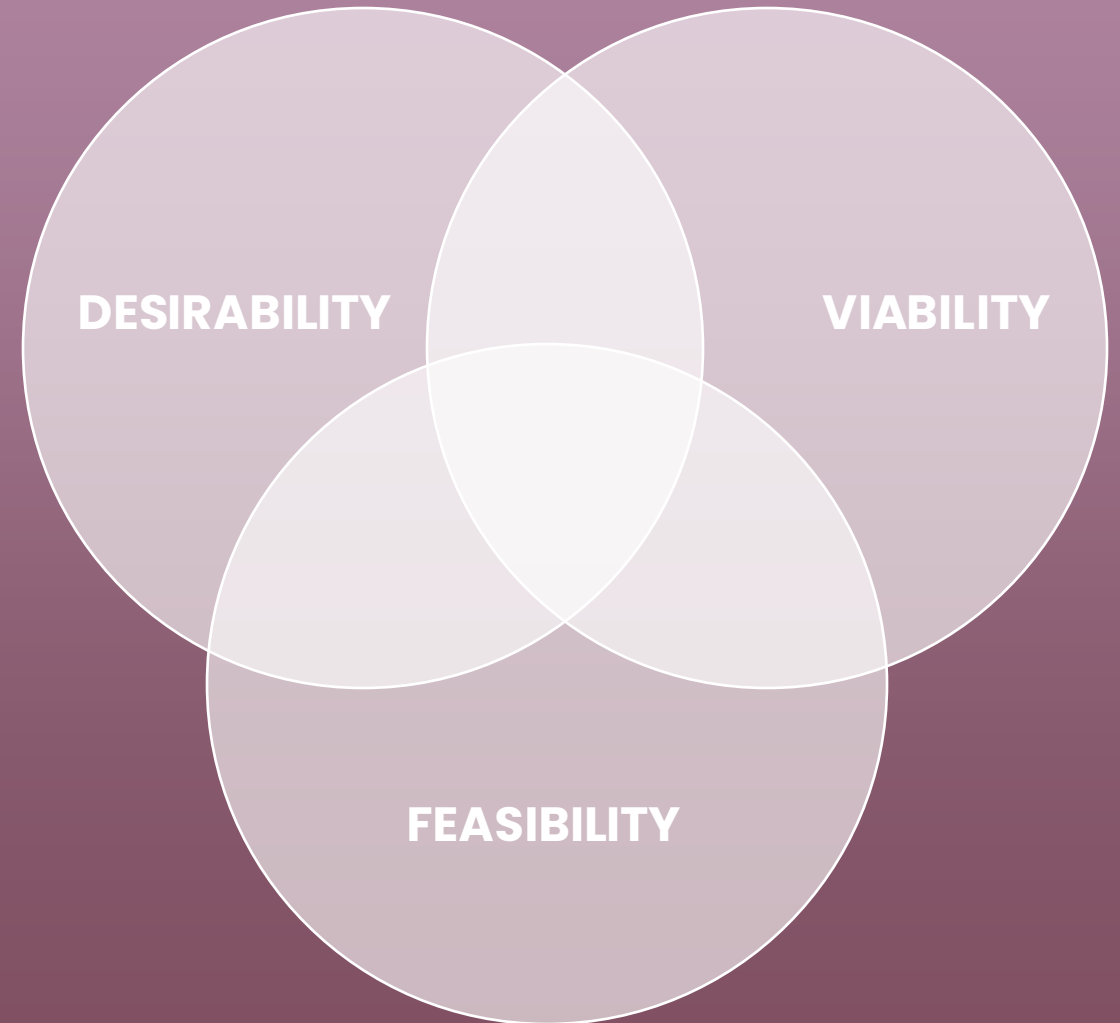
- **Felicitas Morhart** – Ordinary Professor of Marketing, **University of Lausanne**
- **Filippo Chiari** – Senior Director Data & Analytics, **VF International**
- **Olga Burfan** – Head of E-Commerce, **Philipp Plein**
- **Marco Esteri** – Global IT Director, **ETRO**
- **Martina Dalla Vecchia** – Prof., **FHNW**
- **Stephane JG Girod** – Professor of Strategy & Organizational Innovation, **IMD**
- **Lydia Schmeink** – TL CAD, 3D Virtualization & Projects, **Hugo Boss**
- **Andrew Reid** – Global Partner Solutions Director, Member of the Microsoft Swiss Leadership Board, **Microsoft**
- **Paolo Agazzone** – Chairman & Founder, **Alpha Square Invest**
- **Andrea Monti** – CEO, **EHL Next**
- **Alberto Albertini** – Strategic Marketing Director, **Antares Vision**
- **Jacqueline Ruedin Rüschi** – Founding General Partner, **Privilège Ventures SA**
- **Dagmar T. Jenni** – Director, **Swiss Retail Federation**
- **Gabriele Amadò** – Head Corporate Banking Sopraceneri, **UBS Switzerland AG**
- **Andrea Bolla** – Client Advisor Corporate Banking Ticino, **UBS Switzerland AG**
- **Mauro Dal Bosco** – Global CFO, **7 For All Mankind**
- **Simone Pulzato** – Business Strategy Principal, **Hugo Boss**
- **Reto Hofstetter** – Professor Dr., **Universität of St. Gallen**



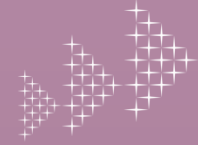
# OUTPUT ON FUNDED IDEAS

Testing the potential of new radical innovative ideas, through:

- ✓ **Proof-of-concept**
- ✓ **Feasibility studies**
- ✓ **Market assessments**



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# TOGETHER TO DRIVE THE FUTURE OF FASHION & LIFESTYLE: A SPECIAL THANK YOU TO THE PROGRAM SPONSORS ALREADY ONBOARD

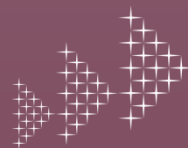
## CO-SPONSORS ALREADY ONBOARD AND MEMBERS OF THE JURY



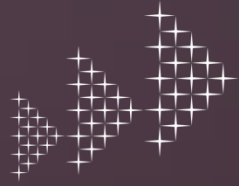
**HUGO BOSS**



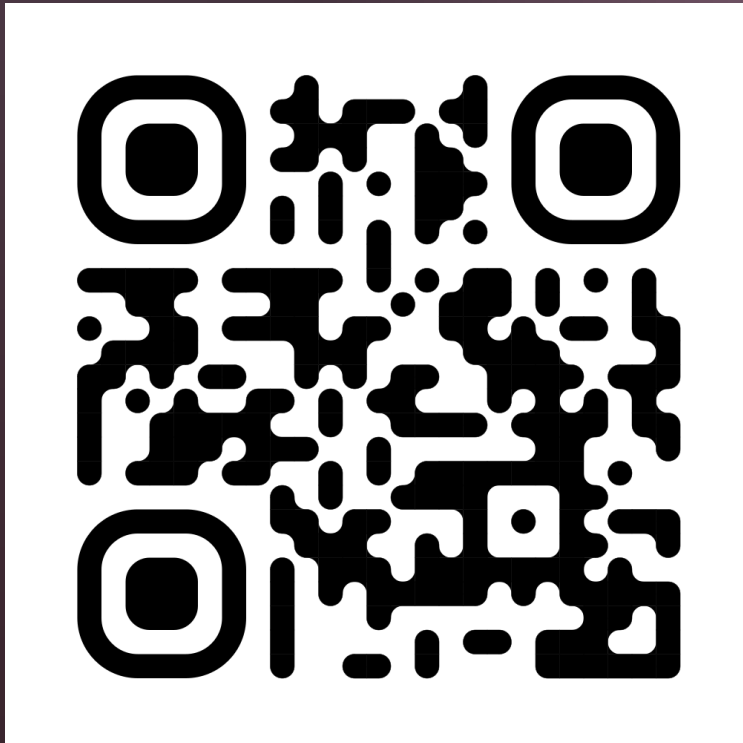
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**Thank you!**

For more information please visit:  
**[ibfashionandlifestyle.ch](http://ibfashionandlifestyle.ch)**

Or Contact:  
**[daniele@dagora.ch](mailto:daniele@dagora.ch)**