

ANTWERP: ENTREPRENEURSHIP & SUSTAINABILITY – University of Antwerp

| MONDAY AUGUST 23 Global and Local Context | TUESDAY AUGUST 24 Business Modelling & Finance | WEDNESDAY AUGUST 25 Sustainability and Ethics | THURSDAY AUGUST 26 IP & Internationalization in the Fashion Industry | FRIDAY AUGUST 27 Communication & Digitization |
|--|--|---|--|--|
| <p>9.00-9.30: Official opening and network moment</p> <p>9.30-10.30: The Ecosystem of Fashion and the Segmentation of the Fashion Industry (Annick Schramme)</p> <p>10.30-11.00: Break</p> <p>11.00-12.30: Global Fashion Trends Present and Future (Ian King)</p> | <p>9.00-10.30: New Business Models in Fashion Industry (Walter van Andel)</p> <p>10.30-11.00: Break</p> <p>11.00-13.00: Fashion Investments (Antony Verbaeys) – digital</p> | <p>9.00-10.30: Close the Loop (Jasmien Wynants- Flanders DC for Fashion)</p> <p>10.30-11.00: Break</p> <p>11.00-12.30: Lecture Sara Kovic</p> | <p>9.00-10.30: IP and Law for Fashion (Christine De Keersmaeker)</p> <p>10.30-11.00: Break</p> <p>11.00-13.00: Strategies of internationalization – Case: Kipling (Paul Van de Velde)</p> | <p>9.00-10.30: Digital marketing lecture (Babette Radclyffe-Thomas) – digital</p> <p>10.30-11.00: Break</p> <p>11.00 -12.30: Lecture on marketing – case: Natan (Pieterjan Van Biesen)</p> |
| <i>12.30-13.30: lunch</i> | <i>13.00-14.00: lunch</i> | <i>12.30-13.30: lunch</i> | <i>13.00: take away lunch</i> | <i>12.30-13.30: lunch</i> |
| <p>13.30-15.30: The supply chain management for fashion (Karan Khurana) – digital</p> <p>16.00-17.30: Fashion in Antwerp (guided tour)</p> | <p>14.00-15.30: An insight in financial planning and management (Ann Berten)</p> <p>15.30-16.00: Break</p> <p>16.30-18.30: Workshop on cashflow planning (Raf Vermeiren - CijferFabrik)</p> | <p>13.30-14.30: Workshop Corporate Social Responsibility & preparation action learning tour (Rozanne Henzen – AMS)</p> <p>14u30 – 17u30: Action Learning tour</p> <p>17.30-18.30: Debriefing</p> | <p>13.15: Company visit Natan</p> | <p>13.30-15.30: Workshop HR and Leadership (George Bouvier)</p> <p>15.30-16.00: Interview with designer</p> <p>16-16.30: Break</p> <p>16.30-17.00: An introduction to trend forecasting (Abi Buller) – digital</p> <p>17.00-18.00: Debate about the FUTURE OF FASHION</p> |

Paris: IFM

| MONDAY August 30 | TUESDAY Augustus 31 | WEDNESDAY September 1 |
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| <p>9:00-9:30 Welcome</p> <p>9:30-11:00 Paris as a Hub for International Fashion David Zajtmann - IFM</p> <p>11:15-13:00 Iconic Products Sébastien Girard – Founder, Icon-Icon.com</p> | <p>9:00-10:30 Brands and Images Xavier Le Roy – International Researcher, Chanel</p> <p>10:30 Outside Mystery Visits and Visits of Luxury stores in Paris</p> | <p>9:30-10:45 Haute Couture Savoir Faire Katarina Schwaub – Master Tailor, Professor</p> <p>11:00-13:00 Fashion and Perfumes David Benedek– Founder, BDK</p> |
| <p><i>Free Lunch at the Campus</i></p> | <p><i>Lunch</i></p> | <p><i>Free Lunch at the Campus</i></p> |
| <p>15:00 -17:00 Visit Maison de Famille Louis Vuitton</p> <p>18:00-19:00 Designer at Work Camille Villegas – Designer, Loewe</p> | <p>15:00-16:30 Luxury Customer Service/Mystery Visits Debrief Tao Khazzani – Luxury and Fashion Strategy Consultant</p> <p>16:45-18:45 Creative Process Masterclass Gustavo Lins – Designer, Founder Atelier Gustavo Lins</p> | <p>14:15-15:45 Fashion Tech Danièle Clutier – Professor, R3iLab Coordinator</p> <p>16:00-17:35 Markets and Strategies of Luxury Franck Delpal - Professor</p> <p>17:45-18:15 Closing of the Seminar</p> <p>19:00: Reception</p> |