

SECTION



Young fashion photographer, Myles Minishotta scoping out sustainable fashion at The Canvas during the lunch break at Fashionnovation

FASHION
FASHINNOVATION
WORLDWIDE TALKS 2023

NYC

FASHION/INNOVATION *by kHyal*

FASHINNOVATION NYC: POSITIVE CHANGE AND RECONNECTION

Fashioninnovation Worldwide Talks 2023, self-proclaimed as “the biggest fashion and innovation event in the world,” took place on February 7–8th in New York at [The Canvas](#) and [The Canvas 3.0](#) within the Oculus mall at the World Trade Center.

I’m not challenging the tagline, but it somehow brings to mind [Liz Baclear’s](#) work starting in 2011 and all the fashion innovation and sustainability efforts back then by Decoded Fashion, Manufacture New York, FashTech NYC, Brooklyn Fashion and Design Accelerator (BF+DA), Designers and Geeks, Dr. Sabine Seymour, Sass Brown, Billie Whitehouse, and Swissnex Boston to name a few. Individuals and organizations laid the groundwork for what is now (thankfully) becoming mainstream.

Fashioninnovation is a global platform connecting the fashion and technology industries through conferences, community, and content. Founded in 2018, the organization aims to inspire an entrepreneurial mindset merged with creative minds and encourage a more sustainable and inclusive industry.

The invite-only physical event on February 7th made it clear that there was a thirst from industry professionals to connect in person. Fashioninnovation made networking time a priority, continuously encouraging people to find one another and talk before, during, and after the event with plenty of breaks to do so.

Co-founder Jordana Guimaraes is naturally poised for this work. At a time when the fashion industry is visibility embracing a kinder, gentler way of being, she seems the perfect spokesperson. Her buoyant, positive energy and authentic gratitude for every speaker, sponsor, visitor, and viewer of the in-person and virtual events permeated all communication.

Ms. Guimaraes set the tone for two days of collaborative and community-driven talks with abundant empathy. As the author of “It Can Be You: Humanizing Homelessness,” a book about forty-five fashion influencers and how they overcame their obstacles, it is not surprising. She is also quick to credit her Founder husband, Marcelo Guimaraes, for their success, a soft-spoken and more behind-the-scenes partner focused on business development.



Fashinnovation Co-founder Jordana Guimaraes



Fashion is Freedom to Use Your Voice panel featuring (left to right) Anne V, Fashion Model and Wellness Expert; Coco Rocha, Supermodel and Founder, Coco Rocha Model Camp; Natane Boudreau: Filmmaker, Brand Strategist, Founder and CEO, Studio Boudreau; and Julia Kisla, CEO, The Lions

DAY ONE / INVITE-ONLY LIVE EVENT

The in-person event at The Canvas 3.0 was packed with diverse content, from digital transformation and supply chain management to a new voice for models, the latest AI technology trends, twists on secondhand market luxury goods, and sustainable efforts across the board. The day's lineup consisted of pairings of known fashion journalists and content creators interviewing global professionals, moderated panels of industry experts, and a startup pitch event allowing new innovators to gain a larger audience and get helpful feedback from business veterans.

For decades there have been initiatives that help organize women in villages to earn a living from heritage crafts. But now, this work is being elevated into luxury shopping malls next to brands like Gucci by founders like Sitka Semsch. We've long seen digital transformation for larger entities, but companies like Siemens now offer those same tools to fashion startups through SaaS and cloud-based solutions. Data and analytics are becoming more refined and helping fashion brands better serve their customers and produce less waste. Supermodels who were well compensated and reached celebrity status in the past but were silenced are finding their voices as decision-makers and leaders. Though sweeping change is happening daily, particularly in technology, the consensus is that we must continue accelerating positive change to improve inclusivity, labor, and environmental concerns.



AGENDA

Fashion is Digital: Changing the Game in Fashion with a Digital Landscape

Mario Vollbracht, Vice President of Consumer Products and Retail at [Siemens Digital Industries Software](#)
[Jade Cipioni](#), Senior Reporter

Fashion is Freedom to Use Your Voice

[Anne V](#), Fashion Model and Wellness Expert
Natane Boudreau: Filmmaker, Brand Strategist, Founder and CEO, [Studio Boudreau](#)
Coco Rocha, Supermodel and Founder, [Coco Rocha Model Camp](#)
Julia Kisla, CEO, [The Lions](#)

Fashion is Empowerment of Women Throughout the Value Chain Sustainably

Sitka Semsch, Founder and Designer, [Sitka Semsch](#)
[Jade Cipioni](#), Senior Reporter

Fashion is a Balance of Revolution and Evolution

Shawn Pean, Founder and Chief Architect, [June79](#)
Shelby Hyde, [Contributing Fashion Editor](#)

Fashion is Experience

Alexandra Attias Mayer, Head of US Production, [Richard Attias & Associates](#)
Jennifer Ortakales Dawkins, Senior Reporter, [Insider](#)

Fashion is Diversity, Inclusion and Perpetual Reinvention via Entrepreneurship

Lauren Kouassi-Olsson, Founder and CEO, [Birimian Ventures](#)
Steffi Cao, Internet Culture Reporter, [BuzzFeed News](#)

Fashion is Identity: Unlocking the Power of Digital ID for Traceability

Martina Schiuma, Head of Sustainability, [The ID Factory](#)

Fashion is Moving Towards Resale and Circularity to Build a Better Future

Elise Whang, CEO and Co-Founder, [Leprix](#)
Rahul Malik, Managing Director of North America, [BoF](#)

Fashion is Better Data for Better Decisions

Ketty Pillet, VP Marketing of Americas, [Lectra](#)
Kiran Patel, Chief technology officer, [WGSN](#)
Marie Driscoll, Managing Director, Luxury and Retail, [Coresight Research](#)

Fashion is Always on the Move

Nick Romeo, CEO and Co-Founder, [Pickups](#) — Your everything on-demand delivery app!

Pitch Presentations

[Maxim Nogotkov](#), CEO and Co-Founder, Terra Ferra inc.
[Andrew Revkov](#), CEO and Co-Founder, Fittin
[Jessie Fu](#), Co-founder and CEO, Altr

Judges: Veronica Chou, Director, Novel Fashion Investments; Gary Wassner, CEO, Hilldun Corporation; Larry Namer, Founder E! Entertainment TV and CEO, LJM Media

Fashion is Digitally Transforming with AI Tech

Adam Gam, Chief Marketing Officer, [Perfect Corp.](#)
[Celeste Polanco](#), Lifestyle Writer, Digital Content Creator

Fashion is About to be Disrupted by AI

Sinead Bovell, Fashion Model, Futurist and Founder, [Waye](#)
Dominic-Madori Davis, Senior Reporter, [TechCrunch](#)

Fashion is a Builder of People, Places and Things

Malik Yoba, Actor, Activist and Entrepreneur, [Yoba Development](#)
Alexandra York, Entrepreneurship Reporter, [Insider](#)

DAY TWO

Day two, on February 8th, was virtual and open to the public. The agenda and recordings are available [here](#).