

Milano Unica.

TENDENZE
SPRING - SUMMER
2021

OCTOBER 15TH 2019 - FABBRICA OROBIA

PRESENTS

CAN CREATIVITY
BE
SUSTAINABLE?

GUEST SPEAKERS

ERCOLE BOTTO POALA

President, Milano Unica

EMANUELE FARNETI

Editor-in-chief, Vogue Italia and L'Uomo Vogue, Condè Nast Publications

CLAUDIA D'ARPIZIO

Partner, Bain & Company, Luxury Goods & Fashion

GIUSI FERRÉ

Journalist, writer and fashion critic

LUCA SBURLATI

CEO, Pattern SpA

RANKIN

Photographer, co-founder of Dazed & Confused and founder of Hunger

Milano Unica, Italy's leading high-end textile and accessories show,
presents Spring-Summer 2021 trends and offers
the first symposium on sustainability in the creative field.

Ercole Botto Poala

President of Milan Unica and CEO of Reda 1865.

*In this emotional setting, he will introduce the symposium's qualified guests and colleagues,
who will offer an occasion for listening and dialogue*

Emanuele Farneti

His career is started as Editor in magazines like First and Panorama, he conceived and directed Icon,
and is today at the helm of Vogue Italia and L'Uomo Vogue, the leading Italian magazines of Condè Nast Publications.

Moderator

Claudia D'Arpizio

A partner of Bain & Company in Milan, she is a global leader in the "Consumer Products and Retail" practices and, specifically,
head of the Vertical Luxury Goods & Fashion department. Globally recognised as an expert in the field, in 2009 she was ranked by Consulting
Magazine as among the "Top 25 Consultants in the World" and in 2019 by Forbes as among the "100 Most Powerful Women in Italy".

She will address the topic of key consumer trends and their potential impact on the fashion industry

Giusi Ferré

Journalist, writer and fashion and customs critic. She reports on fashion and trends for Corriere della Sera, Corriere Economia and for Io Donna.

She is a participant and commentator on various television programmes, as well as an author of books on customs.

She will address the topic of ethics of language and the power of the media

Luca Sburlati

He is the CEO of Pattern, a company specialising in the design and production of clothing for major international luxury brands.

His company was one of the first to embark on a path aimed at sustainability, obtaining international SA8000 certification,
recognised the most important aspects of business management.

He will address the circularity in the processes that create sustainability: measuring-performingimproving

Rankin

A British cultural provocateur, he founded one of the most important creative communities, the creative agency that bears his name.

He is editor and co-founder with Jefferson Hack of the magazine Dazed & Confused and founder of Hunger.

He is a photographer renowned for his visionary portraits of models and celebrities which include Kate Moss, Heidi Klum, Madonna and
David Bowie, as well as for the official portrait of Queen Elizabeth II of England. He is also well-known as a director of music videos
of international artists such as Miley Cyrus, Rita Ora and Kelis. His works are exhibited in galleries such as the MoMa and V&A.

He will address the topic of how to be "politically correct" in the free expression of creativity