

**The 2015 edition of the event that combines  
disruptive technologies, fashion and innovation kicks off on 17 and 18  
November**

**PRESS RELEASE**

**FOR THE SECOND YEAR INTESA SANPAOLO IS THE PREMIUM  
PARTNER OF DECODED FASHION MILAN presented by e-PITTI.com**

**The central focus of the collaboration focuses is on  
the most innovative SMEs in the fashion sector, start-ups and investors**

*Milan, November 2<sup>nd</sup> 2015* - For the second year running, **Intesa Sanpaolo** plays a leading role at **Decoded Fashion Milan**, the international summit dedicated to fashion and digital channels, presented by **e-PITTI.com**, to be held on 17 and 18 November at the **Magna Pars** (Milan).

The debate of Decoded Fashion Milan 2015 will once again focus on the changes taking place in the fashion and luxury industries: starting from the evolution of retail and e-commerce, through to the links between traditional business models and new technologies.

Thanks above all to the drive of the Innovation Center of the Group, this year the presence of Intesa Sanpaolo at the summit, will be even more structured:

- **SMEs** - four SMEs selected by Intesa Sanpaolo from those who have distinguished themselves in the integration of innovative technology solutions for their businesses, will play a leading role on the stage of **Decoded Fashion Milan**.
- **Startups** - the startup winners of **The Fashion Pitch**, will once again be awarded access to the process managed by **Intesa Sanpaolo StartUp Initiative**, the acceleration platform of the international banking Group.
- **Investor Hub by Intesa Sanpaolo** - a space dedicated to meetings, dialogue and exchanges between young companies and Venture Capital.

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“Exponential technologies are undoubtedly a key element to radically change our production system. Our goal is to find and propose new solutions to renew and enhance the competitiveness of our company ecosystem”; said **Maurizio Montagnese**, Chief Innovation Officer of **Intesa Sanpaolo**. “That is why we consider it essential to renew our participation in Decoded Fashion, the largest international platform that brings together the world of

fashion, a strategic sector for the Italian industrial system, and technology, in a union that certainly could not be more necessary than it is today”, concludes Mr. Montagnese.

“We are pleased to work again with Intesa Sanpaolo and believe that it is important and essential to increasingly support and bring together fashion and new technologies. Pitti Immagine with e-PITTI.com has decided to be a partner of Decoded Fashion in order to promote the digital culture, aware as it is that change can only be generated through the knowledge. Together with Intesa Sanpaolo we focus our attention on young entrepreneurial companies: it is indeed from start-ups that the most innovative projects for the fashion industry have been created.” - says **Raffaello Napoleone**, CEO of **Pitti Immagine**.

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