

PRESS RELEASE

INTESA SANPAOLO INNOVATION CENTRE IN LONDON TO PROMOTE FASHION TECH

- **Intesa Sanpaolo Innovation centre is a premium partner at the international Decoded Future Fashion summit**
- **Six fashion tech startups have been selected, three Italian and three English, for meetings with the sectors most important operators and international investors**
- **The second part to Decoded and new investor arena for startups in New York on 1 and 2 November**

London, 25 June 2018 – **Intesa Sanpaolo Innovation Centre** confirms its role as a mover and shaker of the new economy with its support as a premium partner for the fourth year of **Decoded Future Fashion**, one of the most important international events dedicated to innovation in fashion.

The 2018 edition at Tobacco Docks in London’s Wapping Lane on 26 June, is entitled “*Empowering Change-Makers*” and its goal is to discover, explore and connect with companies using technology and innovation to bring about changes in the sectors *Experience & Lifestyle, Fashion & Luxury* and *Beauty & Wellness*. The summit is organised by **Stylus**, a leading research company that identifies the most important trends, its insights used by over 500 of the world’s leading consumer brands.

Intesa Sanpaolo Innovation Centre will be bringing six fashion tech startups to **Decoded London**, three Italian and three English, selected from the most promising on the market. During pitch sessions, they will meet big-name brands, retailers, tech players, innovators and investors of global importance. Participants will include fashion industry managers from Amazon, Google and Twitter.

The next day, 27 June, the six startups will be given another opportunity, taking part in **Intesa Sanpaolo FashionTech Showcase London**, an exclusive investor arena in the hub branch in London at 90 Queen Street, in the heart of the City, where they will dialogue with business angels and the bank’s corporate clients.

“Italy is synonymous internationally for its high-quality lifestyle, the fashion system is a driver for the country’s economy and technology plays a decisive role on several fronts,” says **Maurizio Montagnese, President of Intesa Sanpaolo Innovation Centre**. “Suffice to think, just to give a few examples, of research and

the use of new materials and processing methods for increasingly more evolved articles, large scale consumer preference and behaviour surveys, traceability of 'Made in Italy', e-commerce and safe payments. This is why," emphasises Montagnese, "we have decided to dedicate part of what we do as a driver for innovation and as a bridge between companies and startups to fashion tech, by taking six emerging businesses to London, in direct contact with the most important sector operators. On 1 and 2 November, we will be repeating this initiative, taking part in the second **Decoded Future Fashion** to be held in New York, again in collaboration with our local hub branch, for a new investor arena".

The startups selected by Intesa Sanpaolo Innovation Centre

1TrueID is a joint venture between Berbrand and SAIT, two companies with important backgrounds in fashion and new-tech experts. Its mission is to become a benchmark for the identification, thanks to traceability, of any kind of product, guaranteeing its authenticity.

4Gifters is the first e-gifting platform that, in partnership with the best-known brands, allows gifts to be purchased and delivered in real time in the world's biggest cities. Its key factors are innovative online gifts and in-store pick-up service, address-free delivery and the option for the recipient to complete the gift by choosing their own delivery address, size, style and colour.

EvoPricing is an innovative startup that offers companies cutting-edge data processing solutions. It provides retailers with a series of products for optimising their business through the combination of artificial intelligence and human experience.

Awaytomars is a global network of designers who work together to create fashion collections. Its online platform promotes design thinking, connecting a community of creatives with a global audience.

Verisium is a platform that links fashion brands with their clients and helps to prevent counterfeiting by using near field communication and blockchain technology.

Heuritech enables fashion teams to monitor both products and trends in real time thanks to cutting-edge image recognition technology applied daily to millions of images on social media.

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