

## SMART CREATION

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# SMART CREATION SQUARE

## A new area presenting the Première Vision Smart Creation program Hall 5 – Aisle 5F North

### SMART CREATION INFORMATION

Explaining the program's values and helping visitors understand the Smart Facts of the Première Vision exhibitors.

### SMART TALKS

Live discussions to learn about better practices and values through a new style of live conversational events presented by small groups of experts in a series of quick, informative sound bites.

TUESDAY 13TH

1.30 pm : **Water preciousness & innovation**

Nicola Marini: CFO – Olimpias Tekstil  
Graziella Terraneo: International sales manager – PRYM  
Kurt Schlaepfer: Head Customer Relation Management – Bluesign

3pm : **Water preciousness & innovation**

Juan Pares: chairman and CEO – Textil Santanderina  
Massimo Marchi: CEO – Ecotec® by Marchi & Fildi  
Giuseppe Miroglio – Miroglio Group, Chairman

WEDNESDAY 14TH

12 pm: **Transparency**

Inka Apter: Facilitator Manager of Fabric research & development – Eileen Fisher  
 Simone Stelloni: Sales manager – Re.Verso™ by A. Stelloni Collection by Mapel,  
 Hannes Parth: CEO and founder – Frumat  
 Federico Brugnoli – Spin 360 srl, CEO

3 pm: **Smart Care**

Catarina Midby: Sustainability Manager UK and Ireland – H&M  
 Inka Apter: Facilitator Manager of Fabric Research & Development – Eileen Fisher  
 July Coo – P&G, Associate Director Communications for P&G Fabric Care

THURSDAY 15TH

11 am: **Energy management**

Mauro Scalia: Manager of Sustainable Businesses – Euratex  
 Sergio Tamborini CEO – Ratti and Marzotto Group  
 Piero De Sabbata, responsible of the CROSS laboratory – GrazieENEA

The Smart Talks are animated by Giusy Bettoni – Consultant specialising in sustainable innovation for textiles, fashion and design for Première Vision. Founding president of C.L.A.S.S.

#### **P&G TALKS**

P&G Science revealed: Innovating to keep fabrics like new, with advanced cleaning and care in every wash

Neil Lant, Research Fellow, Fabric Care R&D at Procter & Gamble

TUESDAY 13TH : 2 pm

WEDNESDAY 14TH : 11 am

THURSDAY 15TH : 12 pm

#### **SMART LIBRARY**

A display of selected products made by companies with responsible water management policies. They have been chosen from accredited Première Vision exhibitors that responded to the water management questions in the Première Vision Smart Facts study.

#### **SMART CARE WITH PROCTER & GAMBLE**

The concept of this new aspect of the Smart Creation program is to educate and reveal how fundamentally important clothes care is in the new, responsible fashion chain. An expert and new partner for Première Vision in this field, Procter & Gamble explores the subject.

## WHAT IS SMART CREATION PREMIÈRE VISION?

Through Smart Creation, Première Vision seeks to highlight a new generation of responsible values and assets, which will create new strategic perspectives for the fashion industry.

It is a platform for study and communications dedicated to promoting responsible creation and production approaches found at the shows' exhibitors.

It gives industry players a new impetus and evolving means to access creative, innovative and responsible materials and products.

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