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# Invitation Textile Talks x 2: Fashion Revolution 01.10.2018 + 02.10.2018

- > AT THE INSTITUT SUEDOIS, PARIS
- > AT THE RESIDENCE OF THE DIRECTOR / CULTURAL ATTACHÉ

**We are pleased to invite you to two round table sessions where representatives from different parts of industry and academia from Sweden, France and other countries will discuss possibilities and challenges related to trust and technology for the fashion industry and the future of textiles.**

**01.10.2018: Fashion, Trust & Transparency**  
**02.10.2018: Fashion, Tech & Transformation**

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# #1 Fashion, Trust & Transparency

## 01.10.2018 / afternoon

**This session will focus on the role of trust and transparency in industry policies and corporate commitment for reshaping the fashion industry in relation to its impact on people and the planet. What role, for example, do trust and collaboration have in creating circular business models? What is the role of public stakeholders in transparent triple helix collaboration? What role do trust and transparency play in the pace of fashion consumption?**

### **Participants:**

- **August Bard Bringéus**, co-founder and CEO of ASKET, a Swedish independent startup menswear brand, who by end 2018 aim to have made every one of their garment 100 % traceable, disclosing to the consumer every single step of a garment's journey via labels and their website.
- **Simonetta Carbonaro**, professor in Design Management and Humanistic Marketing at the Swedish School of Textiles University of Borås, consumer psychologist and co-founder of REALISE, a strategic consulting company specialised in brand direction, marketing and design management. For over 25 years she has been working with CEOs and key-executives of international fashion, home design and food businesses for the design and implementation of purpose-driven brand and communication strategies.
- **Emilie Hammen**, Institut Français de la Mode (IFM), professor in Fashion History and Theory. IFM is a higher education institution offering a broad range of activities: postgraduate academic programs, executive education, and expertise in areas such as textile, fashion, luxury and design industries.
- **Holly Syrett**, project manager at Higg Transparency, Sustainable Apparel Coalition. The Sustainable Apparel Coalition is the apparel, footwear, and textile industry's leading alliance for sustainable production. The coalition develops the Higg Index, a set of standardized supply chain measurement tools for all industry participants.
- **Cecilia Tall**, secretary general of TEKÖ, Sweden's Textile and Fashion Companies – the industry and employers organization for Swedish textile and fashion companies. TEKÖ supports research projects in the textile sector, partly through the research foundation Swedish Textile Research and through participation in various projects.
- Moderator: **Anja Aronowsky Cronberg**, founder of Vestoj, a platform for critical thinking in fashion under the partial patronage of London College of Fashion, where she also works as a senior research fellow in Fashion Theory and Practice.

### **Program**

15:30 Registration

16:00 Introduction + short presentation from each participant

16:30 Panel discussion

17:30 Networking cocktail

**RSVP before 27<sup>th</sup> of September (while seats last): [communication.paris@si.se](mailto:communication.paris@si.se)  
(please specify which session you wish to attend)**

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# #2 Fashion, Tech & Transformation

## 02.10.2018 / morning

**This session will focus on the role of new technologies and innovations in transforming design and manufacturing in the fashion industry for a more circular and ethically caring industry. What role, for example, does technology have in developing the fashion and textile ecosystem? What is the role of technology in design for long life or recycling? What role does technology have in reducing resource harvesting in textiles and fashion?**

### **Participants:**

- **Elin Frendberg**, Fashion Tech specialist at the H&M group covering all their entire brand portfolio (H&M, COS, Weekday, Cheap Monday, Monki, H&M Home, & Other Stories, Arket and Afound). She joined H&M to work with business development and innovation where she was involved in developing voice applications, augmented reality experiences and new sustainable business models for H&M group. Before that she was CEO of the Swedish Fashion Council.
- **Oskar Juhlin**, professor at the department of Computer and Systems Sciences at Stockholm University, working closely with Vinnova, Sweden's Innovation Agency on Fashion Tech.
- **Anna Lidström**, artistic director, Re:textiles and the National Swedish Platform for Sustainable Textiles and Fashion, Swedish School of Textiles.
- **Marilyn Martinez**, senior research analyst - Make Fashion Circular, Ellen MacArthur Foundation. The Ellen MacArthur Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.
- **François-Xavier Morvan**, Sustainability Performance senior manager at Kering, is charged with managing Kering's pioneering Environmental Profit & Loss (EP&L) accounting and overseeing its implementation across the group's luxury brands. He also has a key role in helping to improve the EP&L's methodology and extend its scope to embed its findings into Kering's business operations and as standardized reporting.
- Moderator: **Jonas Larsson**, assistant professor in Textile and Fashion at the Swedish School of Textiles, University of Borås, with focus on the development of sustainable apparel and textile value chains and a long term vision to create an industry that is regenerative for planet Earth.

### **Program**

09:00: Coffee and registration

09:30: Introduction + short presentation from each participant

10:00: Panel discussion

11:00: Networking coffee and Swedish Fika

**RSVP before 27<sup>th</sup> of September (while seats last):**

**communication.paris@si.se (please specify which session you wish to attend)**