THE FIRST AND ONLY EVENT IN ITALY EXCLUSIVELY DEDICATED TO THE SUSTAINABLE TRANSITION OF FASHION AND DESIGN BRANDS

III EDITION

DEDICATED ENTRANCE FOR THE EVENT: SALITA DEL GRILLO 32 - ROME
11 JULY 10.00 - 23.00 - 12 JULY 10.00 - 20.00
The Phygital Sustainability Expo® is an international stage from which companies announce their green disruption, whether it is process, or product, to an audience on target with sustainability, ecology and well-being; without ever forgetting the love for our production chain of made in Italy excellence.

THE FORMAT
The Phygital Sustainability Expo® is a completely new recorded format in the world of fashion which has become consumerist and repetitive. New eyes through which we can look at fashion is what Valeria Mangani, President of the Sustainable Fashion Innovation Society, a nonprofit association in charge of the eco-sustainable transition of the fashion system, wanted to create.

It starts by stepping through the entrance of millennia-old vestiges and walking through the museum tour where brands are displayed according to their type of innovation and transition in reference to the SDGs- Sustainable Development Goals of the UN 2030 Agenda. An exhibition to educate the public, which is none other than a conscious consumer. And so here are the paths into recycling and luxury upcycle, surrounded by sartorial mannequins who wear only the technological innovations which represent the state of the art of sustainability: hemp butter sweaters, clothes made of rose, bamboo, nettle, and orange fibers, very soft vegan leather made of cactus, corn, or grapes; silver fibers that have antiseptic functions and thanks to nanotechnology also lose weight made of algae, mushrooms, and again, fermented proteins that replace fur.

A narrated catwalk where a voice-over describes the innovations of sustainable fabrics and technologies used in the outfit that is walking the runway and the carbon footprint of the same, which is the impact on the environment to produce that outfit in terms of Kg of Co2. A format with a highly cultural rate for sure, but at the same time also sustainable innovation, and it has to be an evening outfit, to disclaim, among other things, the assumption that sustainable fashion is not elegant.

Forums. Each brand will show one garment, the one most representative of the collection's sustainable and/or technological clothes worn by 80 eco sartorial mannequins and QR codes to be scanned, to discover the technological innovations of each outfit. This section will also include B2B private meetings between buyers and brands, purposely set up in the lower hemicycle (in the shade). The museum exhibition will have an important component of deep technology thanks to our partner Hevolus Innovation, which, through HoloLens glasses, will give us an educational experience on the effects of compulsive shopping, by simulating a landfill site growing in parallel to the Imperial Forums.

From 10.00 am to 8.00 pm
B2B SESSION Private B2B appointments between buyers invited by ICE and SFIS brands in the ancient workshops of the lower hemicycle, a shaded and fully equipped area.

From 10.00 am to 8 pm
GREEN CONFIDENTIAL® for institutions In the area of the Via Biberatica workshops in the Trajan’s Markets, the conference session which annually sees major multinational companies, as well as SMEs, announcing their green disruption (or the beginning of such a journey); while institutional speakers, CEOs, Presidents and politicians tell how their respective realities are addressing the green disruption for the good of the country.

At 9 – 9.30 pm
NARRATED CATWALK® is the iconic SFIS copyright, which sees, at dusk, a sublime music surrounding the Trajan’s Markets and an off-screen narrator’s voice describing the technological and sustainable innovations of each garment that walks the millennial catwalk of the Imperial Forums. Each brand will show one garment, the one most representative of the collection’s sustainable innovation, and it has to be an evening outfit, to disclaim, among other things, the assumption that sustainable fashion is not elegant.

A format with a highly cultural rate for sure, but at the same time also educational, since in purpose to make the public/consumer aware of the impact of fashion, the carbon footprint emitted for the production of that garment is announced.

The background music is Vide Cor Meum by the composer Patrick Cassidy, defined by Warner Music as one of the 10 most beautiful music arias ever.

At 9.30 – 11 pm Networking & music
At 11 pm End of the1st day.

An in-person event for audience and speakers. Live and recorded stream on Today.it
for institutions

MONDAY 11 JULY 2022

Event in attendance for audience and speakers. Live and deferred streaming on Today.it

RELATOR PROGRAM

Moderator: Rosanna Cancellieri, RAI Journalist


10.30 am Cutting the Ribbon with the Fashion Councilor of the Municipality of Rome - Alessandro Onorato and the Press. Tour of the exhibition to get to know the innovators of fashion.

11.00 am Press Conference with the institutions and the President of Sustainable Fashion Innovation Society Valeria Mangani- Introduction to the Sustainability EXPO of Fashion and Design. On. Alessandro Onorato- Fashion Councilor of the Municipality of Rome, Alessandro Greco- Director of the Linea Sistema Moda – ITA - Italian Trade Agency, Antonio Franceschini- National Responsible CNA Federmoda

11.30 am Presentation of the new RAI Management for Sustainability – ESG by the Director Roberto Natale

FASHION AND BIODIVERSITY CLUSTER

FASHION IS A STORY THAT STARTS IN AGRICULTURE AND ENDS IN COMMUNICATION

Moderator: Rosanna Cancellieri, RAI Journalist

12.00 pm Vincenzo Sanasi d’Arpe
President of the World Food Programme Italy, CEO of CONSAP.
« Sustainability for the world food program »

12.10 pm Ermete Realacci
President of the Symbola Foundation.
« An Italy that makes Italy even in Fashion »

12.30 pm Barbara Nappini
President of Slow Food Italy.
« Beauty, Ethics and Regeneration »

12.40 pm Giacomo Cortesi
Managing Director Pelletteria Richemont, CEO Serapian.
« Valorization of waste in the sustainable Supply Chain of luxury leather »

12.50 Matilde Mourinho
CEO Matilde Jewellery
« Matilde Mourinho Brand Presentation »

FASHION AND ECOSYSTEM CLUSTER

ECOLOGY TEACHES US THAT OUR HOMELAND IS THE EARTH

Moderator: Ottavia Ortolani- ASviS

1.00 pm Giulio Lo Iacono
Operative Coordinator of ASviS- Italian Alliance for the sustainable progress.
« The Challenges of the 2030 Agenda »

1.10 pm Antonio Giordano
President of Sbarro Institute for Cancer Research and Molecular Medicine, Philadelphia (USA). Scientific Committee Sustainable Fashion Innovation Society.
« Genes, Environment and Health »

1.40 pm Andrea Minutolo
Legambiente Scientific Responsible
« Clean by Design » project with the Apparel Impact Institute (USA).

1.50 pm Nicola Tagliafierro
Head of Global Sustainability, Enel X.
« Inventing Circular Fashion »
FASHION AND ETHICS CLUSTER
SUITES AS SECOND SKIN

Moderator: Ottavia Ortolani - ASviS

2.00 pm Alessandro di Majo
Board Member of RAI.
« ESG as Mantra for an ethics at 180 degrees »

2.10 pm Federica Marchionni
President of Global Fashion Agenda, Copenhagen.
« Last Findings of the Global Fashion Summit »

2.20 pm Antonio Franceschini
National Responsible CNA Federmoda.
« The 4 Pillars of Sustainability »

2.30 pm Attila Kiss
CEO Florence Group
« The Role of aggregation in Sustainability »

2.40 pm Livio De Santoli
Protector for the engineering politics of the Sapienza University of Rome.
« Energy for the man »

2.50 pm Carlo Covini
Project Manager Europe Lenzing AG.
« Circularity and biodegradability in textile: TENCEL™ - TENCEL™ x REFIBRA™ - TENCEL™ limited edition x Orange Fiber »

FASHION AND INNOVATION CLUSTER
WHERE SCIENCE MEETS FASHION

Moderator: Alessandro Cecchi Paone, reasercher and scientific divulgator

3.00 pm Maria Cristina Finucci
President The Garbage Patch State.
« How Contemporary art can help oceans, the planet and those who live there »

3.30 pm Barbara Cimmino
YAMAMAY - Head of CSR & Innovation
« Circularity and Open Innovation as a Framework »

3.40 pm Raffaella Giugni
Vice President of Mare Vivo.
« Microfibres: An emergency for our sea »

3.50 pm Carlo Palmieri
Vice President Pianoforte Holding
« Fashion and Sustainable Design »

4.00 pm Tiziana Catarci
Director of DIAG-Department of Informatic Engineering, Automatic and Management-University Sapienza. President of the Scientific Committee of the Sustainable Fashion Innovation Society.
« Digital and Sustainable innovation is of fashion »

4.10 pm Chiara Ferraris
Radici Group- Communication Director and public relations.
« RadiciGroup: Innovation is circular »

4.20 pm Susanna Galli
CSO Diadora.
« To sustainability: transition of the business model Diadora »

4.30 pm Carlo Palmieri
Vice President Pianoforte Holding
« Fashion and Sustainable Design »

4.40 pm Antonio Squeo
CIO Hevolus Innovation
« Metaverse, AI, Web 3.0, NFT for the new humanism of fashion »

4.50 pm Riccardo Giovannini
EY-Sustainability Partner, Italy Leader.
« Evolution and sustainability in companies and reflexes in the textile sector and fashion »

FASHION AND OCEANS CLUSTER
RESSED FROM THE SEA

Moderator: Alessandro Cecchi Paone- Reasercher and scientific divulgator

3.00 pm Maria Cristina Finucci
President The Garbage Patch State.
« How Contemporary art can help oceans, the planet and those who live there »

3.30 pm Alberto Luca Recchi
Explorer of the see and writer
« The sea is not trendy »

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FASHION AND MADE IN ITALY CLUSTER
BOOST OR LOST IN TRANSITION?

Moderated by: Valeria Mangani - President of Sustainable Fashion Innovation Society

5.30 pm Alessandro Greco
Director of the Linea Sistema Moda – ITA - Italian Trade Agency
« Proud to be Italian: Be IT »

5.40 pm Alessandra Cirafici
University of Studies Campania Luigi Vanvitelli.
Preview presentation of the PhD of national interest in «Design for the Made in Italy »

5.50 pm Flavio Sciuccati
Senior Partner- The European House Ambrosetti
« Venice Sustainable Fashion Forum - first edition of the Think Tank for Fashion and Sustainable Luxury »

6.00 pm Stephan Winkelmann
President & CEO of Automobili Lamborghini
« Lamborghini Roadmap to Sustainability »

6.10 pm Francesca Romana Rinaldi
Director of the Monitor for Circular Fashion by SDA Bocconi.
« The Opportunities of Circularity for the Sector of Fashion: Results of the Monitor for Circular Fashion »

6.20 pm Stefano Albini
President of Albini
« Textile Innovability - The work of ALBINI_next »

6.30 pm Maria Teresa Betti
Corporate Sustainability Reporting Leader of Radici Group
« At the Standards of Our Territories : this is how RadiciGroup sustains the Made in Italy »

6.40 pm Luca Bettale
Partner OC&C
« Sustainable Fashion: Make it to Last »

7.00 pm Special Guest for the 3rd Phygital Sustainability Expo edition:
Sergio Tamborini
President of SMI- Sistema Moda Italia
« EPR: the new-born Retex.Green Consortium»

FASHION AND POLITICS CLUSTER
THE SUSTAINABILITY STATE OF THE ART IN ITALY

Moderated by: Valeria Mangani - President of Sustainable Fashion Innovation Society

7.30 pm On. Alessandro Onorato
Councilor for Fashion, Tourism, Major Events and Sports of Rome (Capital city)
Closure of GREEN CONFIDENTIAL FOR INSTITUTIONS

7.45 pm Senator Gilberto Pichetto Fratin
Vice-minister of Economic Development with Delegation to Fashion and Made in Italy.
« Towards an increasingly sustainable Made in Italy »

8.00 pm On. Fabio Rampelli
Vice-president of the (Italian Chamber of Deputies
« Presentation of the Parliamentary Motion for Sustainable Fashion approved by the Chamber »

8.15 pm On. Valentina Corrado
Concillor for Tourism of Lazio Region.
« Sustainable Tourism, Events and New Experience: the New Frontiers of Tourism in the Lazio region »

8.30 pm On. Massimiliano Maselli
Councillor of Lazio Region
«Presentation of the first Regional Law for the promotion of the Fashion Sector»

9.00 pm - NARRATED CATWALK AT THE IMPERIAL FORUMS
9.30 pm - END OF CATWALK

From 9.30 to 11.00 pm - Networking & Music
11.00 pm  End of the 1st day

In-person event for public and speakers. Live streaming (that will be also released after) on Today.it
At 10:00 am Start of the event

Moderated by Marco Merola- Journalist, author at Adaptation.it

10.00 - 10.15 am THE GREEN ARTISAN: by CNA Federmoda- Sustainability Advisor Caterina Mazzei.

Moderated by Marco Merola- Journalist, author at Adaptation.it


Moderated by Marco Merola- Journalist, author at Adaptation.it

10.45 - 11.00 am SUSTAINABILITY AND SMART CITIES: NEW ENERGY FOR ROME: Raffaele Chiulli President SAFE- Resources with Energy.

Moderated by Valeria Mangani- President Sustainable Fashion Innovation Society (Panel in English)
11.00 am - 12.15 pm GREEN CONFIDENTIAL FOR INNOVATORS: DESSERTO- CEO Adrian Lopez Velarde (Mexico), SQIM - CEO Stefano Babbinii, SPIBER Founder- Ulysses Aoki (Japan), ECOOLSKA (Portugal), Felipe Fiallo, OHOSKIN- Co-Founder Valentina Merighi.

Moderated by Marco Merola- Journalist, author at Adaptation.it

12.15 - 12.55 pm Italian Circular Economy Stakeholder Platform-ICESP by ENEA: Grazia Barberio- ICESP Technical Coordination, Roberta De Carolis (ENEA), Eleonora Rizzuto (LVMH, AISEC) co-coordinator of the GdI ICESP subgroup "Textiles Clothing and Fashion," Alessandra De Santis (CDCA and Circular Economy) "GOOD PRACTICES AND INTEGRATED APPROACHES."

Moderated by Marco Merola- Journalist, author at Adaptation.it

12.55 - 1.15 pm PRESENTATION OF THE BOOK "L'IMPRESA RESPONSABILE" by Prof. Francesca Romana Rinaldi, Director of the Monitor for Circular Fashion by SDA Bocconi and Avv. Claudia di Bernardino legal Advisor of the Monitor and UNECE Advisor.

Moderated by Janina Landau- CNBC Journalist

1.15 - 1.45 pm SUSTAINABILITY AND DECARBONIZATION: Tools to support companies by Andrea Tassone- Key Account Manager & Consultant Sustainability ENEL X.

PROGRAMME 2° Day - July 12, 2022

Moderated by Janina Landau- CNBC Journalist
1.45 - 2.45 pm PHYGITAL SUSTAINABILITY EXPO AWARD FOR STARTUPS
The stage will host innovators who participated in the Call for Startups that was launched by the Sustainable Fashion Innovation Society’s partner platform INNOVATION VILLAGE. The 6 best Startups have been pre-selected, will be able to present themselves to an audience of investors in attending and in streaming. One of the 6 Startups, will be admitted to the finals that will be held in October at the City of Science in Naples. Innovation Village Director Annamaria Capodanno is in attending.

Moderated by Mauro Radici- CXO Sustainable Fashion Innovation Society
2.45 - 3.00 pm ANIMAL CRUELTY FREE FASHION: by LAV- Anti Vivisection League, Fashion Manager Simone Pavesi.

Moderated by Mauro Radici- CXO Sustainable Fashion Innovation Society
3.00 - 3.30 pm THE CERTIFICATION JUNGLE– by Associazione Tessile e Salute , Director Marco Piu.

3.30- 4.00 pm SUSTAINABLE E-COMMERCE PLATFORM: by the founders of RENOON Iris Skrami and Piero Puttini.

Moderated by Mauro Radici- CXO Sustainable Fashion Innovation Society
4.00 - 6.00 pm SUSTAINABLE FASHION INNOVATION SOCIETY’S BRANDS ON STAGE:

6.00 - 7.00 pm AWARDING OF THE "BEST INSTAGRAM SDG STORY OF THE PHYGITAL SUSTAINABILITY EXPO" CONTEST by CARPISA.

At 8.00 pm End of the 2° day and closing of the event.

An in-person event for audience and speakers. Live and recorded stream on Today.it
At 8:30 pm, will end the Green Confidential conferences, the kind guests will be attracted by music towards the terraces, that were built by Apollodorus of Damascus for the emperor Trajan. At dusk, as soon as they have all reached the view of the Imperial Fora, at 9.00 pm the parade will begin.

FLOOR PLAN 11 and 12 July, from 10 am to 10 pm:

01- Museum itinerary in the fashion reference SDGs
02- Museum itinerary in the arboreal essences of textile correspondence - Horticultural
04- The thousand-year-old catwalk of the Narrata® Parade (Monday 11, 9:00 pm)
05- Stage and Conference Area Green Confidential for Institutions
06- Educational path in Augmented Reality to raise awareness vs fast fashion compulsion by Hevolus
07- Nine ancient shops set up in the lower hemicycle for B2B with ITA-Italian Trade Agency foreign Buyers

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**FASHION TECH**
- RadiciGroup
- ALBINI_next
- Leonardo Giuliani Design
- Felipe Fiallo
- Livrea Movement
- Matilde Jewellery

**SAVE THE OCEAN**
- Yamamay
- Ogyre
- Yarden Mitrani
- Genny Spadea

**ETHICAL FASHION**
- Made in Carcere
- Officine di Talenti Preziosi

**VEGAN LEATHERS**
- Anema Bags
- Desserto (MX)
- Ohoskin
- Verabuccia
- SQIM

**ECO LEATHERS**
- The newborn collaboration between a brand and an innovative manufacturer that matched on SFIS’s marketplace.

**CIRCULAR FASHION & LUXURY UPCYCLE**
- Diadora
- Sottosopra Bags
- Zoom Bags
- Ripalta
- Daniello
- Emuleos (USA)
- She Side
- V73
- Fibre International

**THE NEWBORN COLLABORATION**
- The newborn collaboration between a brand and an innovative manufacturer that matched on SFIS’s marketplace.
The Phygital - physical and digital - path unfolds in the exhibition area of the Via Biberatica and on the terraces of the Mercati di Traiano in the Imperial Forum, through 70 sartorial mannequins to ‘feel’ and QR CODES to scan in order to discover the technological innovations of each outfit.

- Numerous international buyers from all over the world, CERTIFIED by the Ministry of Foreign Affairs and the International cooperation and from our main partners ICE - ITA

- For the first time in Italy, precisely for the Phygital Sustainability EXPO 2021, the Italian Trade Agency has implemented the incoming of targeted buyers interested exclusively in sustainable fashion

- Forecast of B2B appointments between buyers and brands during the event, in the ancient workshops of the lower hemicycle.

The Phygital - physical and digital - path unfolds in the exhibition area of the Via Biberatica and on the terraces of the Mercati di Traiano in the Imperial Forum, through 70 sartorial mannequins to ‘feel’ and QR CODES to scan in order to discover the technological innovations of each outfit.

Placement may vary according to fine art disposition.
Women’s tailoring bust, equipped with tripod and wooden rod:
Height: 78 cm
Chest: 87 cm
Waist: 65 cm
Adjustable height: 158-178 cm
Color: ecru

Men’s tailoring bust, equipped with tripod and wooden rod:
Height: 79 cm
Chest: 101 cm
Waist: 83 cm
Adjustable height: 162-185 cm
Color: ecru