

Stylus PRESENTS

DECODED FUTURE

26 JUNE 2018, TOBACCO DOCK, LONDON

INNOVATION. TECH. LIFESTYLE.

EMPOWERING CHANGE-MAKERS

Stylus is proud to present its inaugural innovation Summit, Decoded Future; a gathering for brands, retailers, tech companies & startups looking to embrace change & transform business ecosystems and mentalities via innovation & tech.

Uniting and embracing entrepreneurialism & the people driving change... inspiring sustainable growth for tomorrow. By inspiring and connecting the executors of change within those companies, we can help them move forward. It's not disruption, it's action.

Experience the future.

Prepare for change.

Future-proof your business strategy.

Activate your inspiration.

Forge long-lasting connections.

8.30am **Breakfast & Registration**

9.00am **Welcome**

Marc Worth, CEO, **Stylus**

Summit Chair:

Dr. Antonia Ward, Global Director of Advisory Services, **Stylus**

9.15am KEYNOTE

Pioneering Innovation From Concept To Commercial

Has the term 'innovation' become so overused it has lost all meaning: what does it mean in 2018? Prioritising real innovation, aligning it with the business strategy and learning from failure to meet a sustainable, long-term goal that disrupts and delivers.

Daan Roosegaarde, Artist & Innovator, **Studio Roosegaarde**

9.45am KEYNOTE PANEL

Evolution Of The Consumer: Nowhere To Hide In 2018

As we approach a future society of consumers who don't know a world without connected devices, to whom point of purchase is irrelevant, explore how to cater to new and evolving types of consumer behaviour. Examine what's behind the purchase and browsing decisions of today's time-poor, socially-conscious, gender-conscious, brand-agnostic, tech-led consumers - and think about what's in your brand.

Moderated by: Hayley Ard, Head of Consumer Lifestyle, **Stylus**

Speakers include:

Jo Jackson, Chief Creative Officer, **MADE.COM**

Mark de Lange, Founder & CEO, **Ace & Tate**

Ben Stagg, Head of Client Management, **Barclaycard**

Louise Troen, Vice President, International, **Bumble**

10.30am **Coffee Break, Beauty Startup Stories Stage**

Stream
Breakouts
Begin

Experience & Lifestyle Stage

Chair: Dr. Antonia Ward, Global Director of Advisory Services, **Stylus**

Beauty & Wellness Stage

Chair: Lisa Payne, Senior Editor – Beauty, **Stylus**

Fashion & Luxury Stage

Chair: Saisangeeth Daswani, Head of Advisory – Fashion, Beauty & APAC, **Stylus**

Small Talks:

See page 9 for more information.

11.15am

Coping With The Chaos: Designing Agile Ecosystems For A Digital World

Constantin Eis, Co-founder and Global MD,

Casper

Carla Cammilla Hjort, Founder & Director,

Space10

Ilina Scott, Lead Creative Strategist - Northern Europe, **Google ZOO**

Moderated by:

Pip Jamieson, Founder,

The Dots

The State Of Play

Led by:

Lisa Payne, Senior Editor - Beauty, **Stylus**

The State Of Play

Led by:

Saisangeeth Daswani, Head of Advisory - Fashion, Beauty & APAC, **Stylus**

11.20am

PANEL

Stripped Back Beauty: Back To Basics & The Power Of Selling Online

Loretta de Feo, Founder, **Dizziak**

Elsie Rutterford, Co-Founder,

BYBI Beauty & Clean Beauty Co.

Susie Willis, Founder & Creative Director,

Romilly Wilde

Trinny Woodall, Founder, **TRINNY London**

Moderated by:

Tanya Hughes, Chief Global Officer,

TALK.GLOBAL

Creating In-store Moments & Forecasting Fashion's New Retail Paradigm

Gavin Williams, Director of Product Development, Store of the Future,

Farfetch

In conversation with

Lauren Indvik, Head of News and Features,

Vogue International

2018 - The Year AI Gets Real

(30 minutes)

Rodolfo Guichon, Founder,

Wide Eyes Technologies

Experience & Lifestyle Stage

Chair: Dr. Antonia Ward, Global Director of Advisory Services, **Stylus**

Beauty & Wellness Stage

Chair: Lisa Payne, Senior Editor – Beauty, **Stylus**

Fashion & Luxury Stage

Chair: Saisangeeth Daswani, Head of Advisory – Fashion, Beauty & APAC, **Stylus**

Small Talks:

See page 9 for more information.

11.50am

How Living Your Life Became Every Brand's Competition

Andy George, Co-Founder & Director,

Lost Village Festival

Jay Jameson, Co-Founder & Director,

Lost Village Festival

Rafe Offer, Co-Founder & Co-CEO,

Sofar Sounds

Moderated by:

Rosie Spinks, Reporter, **Quartz**

STYLUS SPOTLIGHT

Asian Beauty Now

Lisa Payne, Senior Editor - Beauty, **Stylus**

PANEL

Articulating AI In The Real World: How Fashion Is Working Smarter Not Harder

Guido Campello, Founder & CEO,

Cosabella

Bruno Gorgulho, Head of Solutions,

Exponea

Kelly Kowal, Managing Director,

Black & White, **Farfetch**

Alex Loizou, Co-Founder & CTO,

Trouva

Creating A Paradigm Shift In Fashion Discovery: Driving Engagement, Personalisation & Customer Experience Through 3d AR/VR

(30 minutes)

Sravanth Aluru, CEO,

Avataar.Me

12.20pm

PANEL

Trend-led Pop-ups, Fast Casual 2.0 & The Insta-influencer: What's Driving Culinary Culture Today?

Sam Bompas, Co-Founder,

Bompas & Parr

Pratap Chahal, Executive Chef, Founder,

Flavour Bastard & That Hungry Chef

Zak Normandin, CEO, **Dirty Lemon**

Lisa Targett, UK General Manager,

TRIBE

Moderated by:

Caroline Hobkinson, Food Artist

PANEL

Gender Blurring, Redefinition & Self Expression: How Beauty Is Breaking Stereotypes

Jessica Blackler, Founder,

Jecca Makeup

Alexandra Scolding, Head of Buying -

Face & Body, **ASOS**

Skye Smith, Head of Creative & Content,

Missguided

Moderated by: Fay Cowan, Programming & Event Director, **Stylus**

IN CONVERSATION

Whipping Up A New Direction: Redefining Leadership, Power & A Female State Of Mind

Sandra Mertens-Lustig, Joint Managing Director, **Agent Provocateur**

Kerry Neill, Joint Managing Director,

Agent Provocateur

Sarah Shotton, Creative Director,

Agent Provocateur

Moderated by:

Lauretta Roberts, Managing Director & Editor-in-Chief, **The Industry**

Design Directions

(30 minutes)

Dewi Pinatih, Senior Editor - Product Design, **Stylus**

Stream
Breakouts
Continue

Experience & Lifestyle Stage

Chair: Dr. Antonia Ward, Global Director of Advisory Services, **Stylus**

Beauty & Wellness Stage

Chair: Lisa Payne, Senior Editor – Beauty, **Stylus**

Fashion & Luxury Stage

Chair: Saisangeeth Daswani, Head of Advisory – Fashion, Beauty & APAC, **Stylus**

Small Talks:

See page 9 for more information.

12.50pm

Lunch, Fashion Startup Stories Stage in partnership with Intesa Sanpaolo
Tony Gherardelli, Head Of Innovation Promotion, **Intesa Sanpaolo Innovation Center**

2.05pm

Commercialising Cannabis

Kate Johnson, Senior Editor - Consumer Lifestyle, **Stylus**

PANEL

What's The Real Value Of Bricks & Mortar For The Rising Beauty Digerati?

Rachel Humphrey, Strategic Partnerships Director, **Birchbox UK**

Sharmadean Reid MBE, Founder,

WAH London & Beautystack

Sarah Rotheram, Chief Executive,

Miller Harris

Moderated by: Anna-Marie Solowij, Co-Founder, **British Beauty Council & BeautyMART**

What Is Real Luxury Now? 5 Things Luxury Marketers Need To Know About Targeting Gen Z

(15 minutes)

Saisangeeth Daswani, Head of Advisory – Fashion, Beauty & APAC, **Stylus**

The Bloom Boom: Growing Digital-first, Nurturing Customer-first

(30 minutes)

Aron Gelbard, Co-Founder & CEO, **Bloom & Wild**

Led by:

Hayley Ard, Head of Consumer Lifestyle, **Stylus**

2.20pm

Growing As A Digital Brand: Consumers, Commerce & (Ephemeral) Content

(15 minutes)

Lisa Targett, UK General Manager, **TRIBE**

Stream
Breakouts
Continue

Experience & Lifestyle Stage

Chair: Dr. Antonia Ward, Global Director of Advisory Services, **Stylus**

Beauty & Wellness Stage

Chair: Lisa Payne, Senior Editor – Beauty, **Stylus**

Fashion & Luxury Stage

Chair: Saisangeeth Daswani, Head of Advisory – Fashion, Beauty & APAC, **Stylus**

BONUS CONTENT

Small Talks:

See page 9 for more information.

2.35pm

Travel & Hospitality Spotlight: The Future Guest

Landis Smithers, Chief Creative Officer, **The Standard International Management**

Introduction To The British Beauty Council (5 Mins)

Millie Kendall MBE, CEO, **British Beauty Council**, Marketing Director, **BeautyMART**

STYLUS SPOTLIGHT

The Sustainable Journey

Emilie Gordon- Smith, Director of Consumer Product, **Stylus**

Niche Is The New Mass

Samantha Freedman, Director, **Just Add Beauty**

Neil Moodie, Co-Founder, **Windle & Moodie**

Brendan McGuirk, Director, **Skimono**
Kate Shapland, Founder & Creative Director, **Legology**

Moderated by:

Sarah Guild, Director of Communications, **BRANDstand Communications**

3.05pm

Algorithms & Amazonification: Who Does Tech Disruption Benefit?

Beth Blakeman-Shead, Managing Director, **Soho House & Co.**
Dr. Carsten Keller, VP Direct-to-Consumer, **Zalando**
Olly Rzyzsko, Director of Marketing & Operations, **Haeckels**

Body & Mind: Wellness Worship & The Transformation Economy

In conversation with: Rhian Stephenson, Chief Executive Officer, **Psycle**
Led by: Amy Hopkinson, Digital Editor, **Women's Health UK**

PANEL

Shame & Sustainability: This Isn't Philanthropy, It's Business

Ceanne Fernandes-Wong, CMO & VP, EMEA, **Vestiaire Collective**
Chloe Lonsdale, Founder & Creative Director, **M.i.h Jeans**
Ebru Ozkucuk Guler, Senior CSR Executive, **ISKO**
Sophie Slater, Co-Founder, **Birdsong**
Moderated by: Tamsin Blanchard, Fashion Journalist & Editor

3.20pm

Moderated by: Fay Cowan, Programming & Event Director, **Stylus**

Ask Alexa: The Future Of Beauty Commerce

Christina Rapsomanikis, Customer Director eCommerce, **Coty Inc.**

3.35pm **Coffee Break, Lifestyle Startup Stories Stage**

4.20pm **Stylus Presents: Active Lives**

The active brand landscape is transforming, opening up to a new generation of consumers fuelled by extreme experiences, urban adventures and emotive digital content. From live-streaming platforms and spectator gaming to immersive technologies that promote wellbeing and self-optimisation, we reveal the trends and engagement strategies driving this evolving economy.

Christian Ward, Head of Media & Marketing, **Stylus**

4.50pm KEYNOTE

Sustainability: Reaching The Pivotal Point

Setting ourselves up to become more sustainable and creating a circular economy - not encouraging consumption like we used to - is a central concern of the new consumer, and its implementation is long overdue. Explore the reality of building and integrating a culture of purpose within your business, balanced alongside commercial reality.

Chris Grantham, Circular Economy Portfolio Director, **IDEO London**

Led by: Joe Iles, Editor in Chief, **Circulate at Ellen MacArthur Foundation**

5.20pm KEYNOTE PANEL

Big, Bold Brand Action: Injecting Humanity & Kindness

As tech literally changes the shape of our world, and politics become increasingly polarising, we also see a more liberal rising of C-Level leaders looking to create an inclusive, progressive culture of kindness and humanity.

Corporate neutrality is no longer enough. Explore how brands can have a conscience, voice an opinion, and use their platform to make a difference.

Speakers include: Anna Lucuk, Vice President, Corporate Responsibility, **Coty Inc.**

Carl Martin, Founder, **SaveMen & Ping**

Moderated by: Christian Ward, Head of Media & Marketing, **Stylus**

5.50pm **Closing Remarks & End Of Summit**

6.00pm **Cocktail Reception & Speed Networking**

SPEAKER LINEUP

Daan Roosegaard, Artist & Innovator, **Studio Roosegaarde**

Landis Smithers, Chief Creative Officer, **The Standard International Management**

Carla Cammilla Hjort, Founder & Director, **Space10**

Rhian Stephenson, Chief Executive Officer, **Psycle**

Rafe Offer, Co-Founder & Co-CEO, **Sofar Sounds**

Sarah Rotheram, Chief Executive, **Miller Harris**

Trinny Woodall, Founder, **TRINNY London**

Jo Jackson, Chief Creative Officer, **MADE.COM**

Mark de Lange, Founder & CEO, **Ace & Tate**

Skye Smith, Head of Creative & Content, **Missguided**

Elsie Rutterford, Co-Founder, **BYBI Beauty & Clean Beauty Co.**

Andy George, Co-Founder & Director, **Lost Village Festival**

Chloe Lonsdale, Founder & Creative Director, **M.i.h Jeans**

Louise Troen, Vice President, International, **Bumble**

Alex Loizou, Co-Founder & CTO, **Trouva**

Aron Gelbard, Co-Founder & CEO, **Bloom & Wild**

Sharmadean Reid MBE, Founder, **WAH London**

Pip Jamieson, Founder, **The Dots**

Sandra Mertens-Lustig, Joint Managing Director, **Agent Provocateur**

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Susie Willis, Founder & Creative Director, **Romilly Wilde**

Sophie Slater, Co-Founder, **Birdsong**

Ilina Scott, Lead Creative Strategist - Northern Europe, **Google ZOO**

Ceanne Fernandes-Wong, CMO & VP, EMEA, **Vestiaire Collective**

Rachel Humphrey, Strategic Partnerships Director, **Birchbox UK**

Alexandra Scolding, Head of Buying - Face & Body, **ASOS**

Tanya Hughes, Chief Global Officer, **TALK.GLOBAL**

Anna Lucuk, Vice President, Corporate Responsibility, **Coty Inc.**

Jay Jameson, Co-Founder & Director, **Lost Village Festival**

Pratap Chahal, Executive Chef, Founder, **Flavour Bastard & That Hungry Chef**

Christina Rapsomanikis, Customer Director eCommerce, **Coty Inc.**

Loretta de Feo, Founder, **Dizziak**

Zak Normandin, CEO, **Dirty Lemon**

Rosie Spinks, Reporter, **Quartz**

Ebru Ozkucuk Guler, Senior CSR Executive, **ISKO**

Amy Hopkinson, Digital Editor, **Women's Health UK**

Neil Moodie, Co-Founder, **Windle & Moodie**

Brendan McGuirk, Director, **Skimono**

Gavin Williams, Director of Product Development, Store of the Future, **Farfetch**

Olly Rzyzsko, Director of Marketing & Operations, **Haeckels**

Sravanth Aluru, Founder & CEO, **Avataar.Me**

Caroline Hobkinson, **Food Artist**

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Tony Gherardelli, Head Of Innovation Promotion, **Intesa Sanpaolo Innovation Center**

Rodolfo Guichon, Founder, **Wide Eyes Technologies**

Sam Bompas, Co-Founder, **Bompas & Parr**

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Dr. Antonia Ward, Global Director of Advisory Services, **Stylus**

Christian Ward, Head of Media & Marketing, **Stylus**

SMALL TALKS SCHEDULE

Intimate brand discussions on niche topics - because niche is the new mass.

11.20am
(30 mins)

2018 - The Year AI Gets Real

Machine learning is transforming the retail landscape and enabling retailers to get an edge on their competitors. Voice and visual recognition are becoming commonplace. Join us to identify how your business - big or small - could implement AI and streamline the way you work, from analyzing the data you hold and identifying ways of boosting customer service, to increasing sales and driving operational efficiency.

Rodolfo Guichon, Founder, **Wide Eyes Technologies**

11.50am
(30 mins)

Creating A Paradigm Shift In Fashion Discovery: Driving Engagement, Personalisation & Customer Experience Through 3d AR/VR

As brands and retailers bring AI into play in order to make the online consumer journey more personal and more efficient, what's the next step in terms of engaging digitally-smart consumers?

With consumers still unable to try fashion as they would in a physical store, explore how to integrate immersive digital experiences that close the gap and tap into online marketing & commerce opportunities.

Sravanth Aluru, Founder & CEO, **Avataar.Me**

12.20pm
(30 mins)

Design Directions

Discover the key visual guidelines and innovations across the design sectors – from architecture and fashion to consumer electronics and furniture – 18 months ahead.

Dewi Pinatih, Senior Editor - Product Design, **Stylus**

2.05pm
(30 mins)

The Bloom Boom: Growing Digital-first, Nurturing Customer-first

Delve into the reasons behind the launch of Bloom & Wild, how it is redefining the flower delivery experience, and the founder's journey towards achieving this: explore the tech-first business model, successes to date and plans for the future, with a firm focus on sustainability. Followed by Q&A.

Aron Gelbard, Co-Founder & CEO, **Bloom & Wild**

Led by:

Hayley Ard, Head of Consumer Lifestyle, **Stylus**

Stylus

Stylus identifies and connects the most important global and cross-industry trends. We use this insight to help our clients understand the attitudes and behaviours of their consumers, the products and services they are using, and how they engage with the world around them. As the parent company of the global event series Decoded Fashion and Decoded Beauty, we hold over 5 years' global event expertise.

www.london.decodedfuture.live
www.stylus.com