

DECODED FUTURE

CONVENE 117 W 46TH STREET, NYC
NOVEMBER 2, 2018

INNOVATION. TECH. LIFESTYLE.

EMPOWERING CHANGE-MAKERS

Stylus is proud to present 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**

9.10am STYLUS KEYNOTE

Future-gazing: 2019 Look Ahead

Tessa Mansfield, Chief Creative Officer, **Stylus**

9.40am KEYNOTE PANEL

Time Well Spent: Winning The Tech Tug Of War & Embracing Empowerment

Starting as we mean to go on... making a conscious move away from the potentially pervasive nature of tech and working towards a positive contribution: how can we take control, what role do we play, and how does this relate to reaching consumers? Taking one step at a time away from distraction and embracing honesty, headspace and empowerment.

Speakers include:

Vikram Bhaskaran, Head of Market Development , **Pinterest**

Danielle Ehsanipour, Special Projects Manager, **The Trevor Project**

Joyce Chang, Founder, **From the Get Go**

Liza Kindred, Founder, **Mindful Technology**

Moderated by:

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

10.10am **Coffee Break & Experience Room**

Stream
Breakouts
Begin

Experience & Lifestyle Stage

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

Beauty & Wellness Stage

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

Fashion & Luxury Stage

In partnership with Intesa Sanpaolo
Chair: Emily Gordon-Smith, Director of Consumer Product, **Stylus**

Small Talks

Chair: Tessa Mansfield, Chief Creative Officer, **Stylus**

10.40am

PANEL

Those Instagrammable Moments - Long-term Love Or One Night Stand?

Madelyn Markoe, Co-Founder & Managing Partner, **Media Noche**

The State Of Play

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

The State Of Play

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

10.45am

Moderated by:

Eliza Brooke, Senior Reporter, **The Goods by Vox.com**

PANEL

Striving For Seamless: Flawless Omnichannel Beauty Brands

Paul Blackburn, Vice President, Retail Development, Design & Merchandising, **L'OCCITANE en Provence**

Natalie Mackey, Co-Founder & CEO, **The Glow Concept**

Matthew Rhodus, Director & Industry Principal for Strategic Initiatives, **Oracle NetSuite**

Amanda Tolleson, Chief Customer Officer, **Birchbox**

The Future of Fashion & Tech

(5 minutes)

Biagio Calabrese, General Manager of New York Hub, **Intesa Sanpaolo**

PANEL

Phoenix From The Flames: Is The Death Of Fashion Retail Overhyped

Jim Hilt, Executive Vice President & Chief Customer Experience Officer, **Express**

Ali Kriegsman, COO, **Bulletin**
Adam Pritzker, Chairman & CEO,

Assembled Brands

Moderated by: Hilary Milnes, Retail Editor, **Digiday Media**

The Kinship Economy

(30 minutes)

Alison Gough, Head US Analyst, **Stylus**

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11.15am

Storytelling In The Attention Economy: Embracing Tech, Gen Z And The Customizable Brand Narrative

David Kepron, Vice President Global Design Strategies - Distinctive Premium Brands, **Marriott International**

SNAPSHOT (15 MINS) Beauty Talks: The New Review

Robin Mason, Senior Vice President, **Shiseido Fragrances**

SNAPSHOT (15 MINS) The Perfect Blend: Launching Product With The Right Relationships

Jenny Pratt, Director of Customer Success, **Dash Hudson**
Christine Stern, Director of Digital Marketing & Social Media, **beautyblender**

SNAPSHOT (15 MINS) Fashion In The Digital Age

In conversation with:
Derek Blasberg, Director of Fashion & Beauty, **YouTube**
Moderated by: Samantha Barry, Editor-in-Chief, **Glamour**

SNAPSHOT (15 MINS) Redesigning A Circular Future Of Fashion: Intesa Sanpaolo & The Ellen MaCarthur Foundation

Vincenzo Antonetti, Head of Promotion and Development of Innovation, **Intesa Sanpaolo Innovation Center**

The Future Of Money (30 minutes)

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

11.45pm

SNAPSHOT Q&A Bringing Community Back - A Tribute To The New Consumer

Rachel Krupa, Founder, **The Goods Mart**
Moderated by: Marina Garcia-Vasquez, Director of Community, **Vice**

PANEL Decoding Beauty: What Is 'Beauty' & Who Is It Good For?

Francesco Clark, Founder, **Clark's Botanicals**
Isabella Giancarlo, Co-Founder & Creative Director, **Fluide**
Michelle Lee, Editor-in-Chief, **Allure**
Katie Sturino, Founder, **Megababe**
Moderated by:
David Yi, Founder & Editor-in-Chief, **Very Good Light**

IN CONVERSATION One Size Fits Some: Embracing Body Diversity & The Size Spectrum

Emma Grede, Co-Founder & CEO, **Good American**
Alexandra Waldman, Co-Founder & Creative Director, **Universal Standard**

Led by: Laura Delerato, Creative Producer, **Refinery29**

Direct-to-consumer Startups: Competing with Monopolies

Heather Kaminetsky, President & Founder, **Riley**

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12.15pm

PANEL

The Evolution Of Plant-based Food: Migration To The Mainstream

Nicole Centeno, Founder & CEO,

Splendid Spoon

Chris Kim, Executive Chef/COO,

Monks Food Co

Moderated by:

Alicia Kennedy, Food Writer & Podcast Host

IN CONVERSATION

Consciously Clean: The Unstoppable Rise Of The Clean Beauty Movement

Cindy DiPrima Morisse, Founder,

CAP Beauty

Jana Blankenship, Founder,

Captain Blankenship

Marta Cros, Founder, **Apto & The**

Ritualist

Amy Ling Lin, Founder & CEO,

sundays studio

Moderated by: Melisse Gelula, Founder,

Well + Good

SNAPSHOT CONVERSATION
(15MINS)

From The Ground Up: Building & Scaling A Consumer-led Fashion Brand

Adam Pritzker, Chairman & CEO,

Assembled Brands

Moderated by: Marc Bain, Fashion Editor,

Quartz

SNAPSHOT (15 MINS)

Payments Focus. The Invisible Touch: Seamlessly Connecting The Consumer Experience

Gil Don, CEO, **Splitit**

Your Digital Assets Are Your Brand: Showcasing Creative Talent Via Technology

Brian Kavanaugh, Head of US Marketing, **Bynder**

Carolyn Lee, Digital Asset Manager, **The Wall Group**

12.45pm

Lunch & Fashion Start-up Stories Stage, in partnership with Intesa Sanpaolo

1.45pm

IN CONVERSATION

Content, Categories & Accessible Experiences: Digital Disruption In Fitness

In conversation with:

Zach Miller, SVP Corporate Development,

Aaptiv

Moderated by:

Diana Ransom, Features Editor, **Inc.**

SNAPSHOT (15 MINS)

Scaling Beauty & Wellness Brands: Believing The Hype & Speaking The Truth

Morgan Hirsh, Founder, **Public Goods**

SNAPSHOT (15 MINS)

The Changing Face Of Fashion: An Industry In Transition

Rob Smith, Founder, **The Phluid Project**

Moderated by: Sam Escobar, Deputy Digital Director, **Allure**

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2.05pm

STYLUS SPOTLIGHT

The Sensory Opportunity: Stepping Away From Tech Overload & Enhancing Through Experiences

Alison Gough, Head US Analyst, **Stylus**

STYLUS SPOTLIGHT

Asian Beauty Now

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

PANEL

It's Our Responsibility - Setting The Record Straight On Sustainability

Dana Davis, VP of Sustainability,

Mara Hoffman

Patrick Duffy, Founder,

Global Fashion Exchange

Lilian Liu, Manager, Partnerships &

UN Relations, **United Nations Global**

Compact

Moderated by: Stephanie Joy Benedetto,

Co-Founder & CEO, **Queen of Raw**

2.35pm

PANEL

Wellness Worship & Today's Traveller: Reinventing Relaxation

Emily Abbate, Fitness Editor & Creator, **Hurdle**

Avery Westlund, Co-Founder & CEO,

Yoga on the Fly

Lincoln Wheeler, General Manager -

Airbnb Experiences, **Airbnb**

Moderated by: Liz Plosser, Editor-in-Chief,

Women's Health

PANEL

Blood, Sweat & Tears: The Business Of Wellness & The Mainstream Mindfulness Movement

Jared Cocken, VP of Product, **Inscape**

Stephany Kirkpatrick, VP of Strategy &

Growth, **SoulCycle**

Olessa Pindak, Chief Content Officer,

mindbodygreen.com

Kelly McKeone, VP of Consumer

Marketing, **MedMen**

Moderated by: Amy Larocca, Fashion Editor

at Large, **The Cut**

STYLUS SPOTLIGHT

Wake Up To Fashion's New Order

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

3.05pm **Coffee Break & Experience Room**

3.35pm KEYNOTE

Humanity & Kindness: Driving Business As A Force For Good

Nancy Mahon, Senior Vice President, Global Corporate Citizenship and Sustainability, **The Estée Lauder Companies Inc**

4.05pm IN CONVERSATION

Voices Of America: How Is A Politically Divided Country Challenging Brands?

Anjelica Triola, Chief Strategist, **Suraj Patel for Congress**; Co-Founder, **Creative Caucus**

Led by: Whitney Bauck, Assistant Editor, **Fashionista**

4.35pm CLOSING KEYNOTE PANEL

CLOSING THE GAP: EMPOWER, EDUCATE & SUSTAIN

Beyond the hype, beyond the headlines... championing the hard-earned progress of - and positivity towards - women in business, for today and the generations to come: how are brands and businesses empowering women at every level?

Gillian Meek, President, **Keds**

Maria Molland, CEO, **THINX**

Jenny Wall, CMO, **Gimlet Media (Former Hulu & Netflix Exec)**

Moderated by: Gabrielle Korn, Editor-in-Chief, **NYLON**

5.05pm **Closing Remarks, End Of Summit & Cocktail Reception**

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Jennie Baik, Co-Founder & CEO, **Orchard Mile**

Jana Blankenship, Founder, **Captain Blankenship**

Whitney Bauck, Assistant Editor, **Fashionista**

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Kelly McKeone, VP of Consumer Marketing, **MedMen**

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Thomas Rankin, Co-Founder & CEO, **Dash Hudson**

Jared Cocken, VP of Product, **Inscape**

Stephanie Joy Benedetto, CEO & Co-Founder, **Queen of Raw**

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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.

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