



Conversations on Digital Fashion Communication



Communication (and confidentiality) in mergers and acquisitions. Case studies in the Fashion industry

Fashion is undergoing a major digital transformation, which is touching all its facets, layers, and processes. One could consider three different layers, where fashion interacts with information and communication technologies (ICTs) – which can be referred to, in short, as "digital fashion":

- ICTs are used to design, produce, and distribute fashion products;
- ICTs impact marketing and sales;
- ICTs are extensively used in communication activities with all relevant stakeholders, and contribute to co-creation in the fashion world.

The conversation of Davide Gai and Antonio M. Perdichizzi will focus on the third layer.

Antonio M. Perdichizzi serves as a Director at Rothschild & Co. Throughout his career he has advised on landmark deals, industry shaping transactions and transformational projects across a number of industries and geographies. He has significant exposure to a number of M&A transactions in the luxury industry in Italy. Antonio holds an MSc from the London School of Economics and an MEng from the Polytechnic of Milan.

Davide Gai is a high tech serial entrepreneur and investor with an interest in communication. He founded and managed the Lugano Communication Forum for 15 years and is a frequent contributor on different medias on topics ranging from Telco to Life Sciences. He is also the Founder of Tecnopolo Ticino.

**Tuesday,
7 May 2019
18.00 – 19.30**

**Room A21
Red building
Campus Lugano**

Entrance is free

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