

Rethinking Sustainable Business Models in Fashion



Free Webinar



19 May 2023,
15:30 - 18:00 (HKT)



Online Broadcast



English



Practitioners of the
fashion and textile
industry

The fashion and textile industry is undergoing digital transformation, where digital technologies have been developed and used to improve existing business processes and customer experiences.

At the same time, the increased demand for sustainability in the fashion and textile industry is changing the way companies run their businesses. Some companies are putting emphasis on environmental, social and governance (ESG) factors.

This webinar will equip you with new strategies to survive in this new norm and ride on the various opportunities brought by evolving market demands.

Enrolment method

Please scan the QR code to complete the online registration.



Webinar Outline

Session	Topics	Speakers
Session 1 – Meeting Market Changes in the New Norm	New Strategic Approaches to Markets	Sharon Wood
Session 2 – Mastering Industry Challenges	The New Challenges for Business Growth	
	What Fashion Designers Need to Know Today	Marysia Golazewska
	The Fashion Industry Redesigned - From Creativity to Co-working	Walid Zaazaa
	Digital Tooling Innovations for Business Development - Case Studies on How Technology is Reshaping the Fashion Industry	Julien Berthomier
	An Overview of International Markets Today - What Drives Business Growth and Sustainability, and ESG's Role	Gael Estublier
	E-Commerce : Different Aspects East & West	Karen He Stauff
Session 3 – How ESG Impacts Business	ESG - From East to West: Common ESG Challenges in Fashion & How to Overcome Them	Najah Onn
Session 4 – Moving Forward	<ul style="list-style-type: none"> • Business Networking Trips to Europe • Discovering EU ESG Projects First Hand 	Sharon Wood

Supporting Organisations (In arbitrary order)



港九纖維布疋批發商聯會有限公司
H.K. & K.L.N. TEXTILE FABRICS WHOLESALERS ASSN. LTD.



香港時裝設計師協會

Speakers

- **Sharon WOOD**

International Business Developer ; Consultant – China Ting Group, HK ;
Fellow – Oxford Leadership, Asia

Sharon Wood is a recognised authority on cross-cultural partnerships, notably between East (Asia/China) and West (EU/USA). Her expertise as a global business developer with a proven history of success in strategic planning and international partnerships in the fashion industry underscores her specialty in helping companies understand and master the behavioural differences and mindsets of international organisations for optimal business outcomes and success. A specialist consultant at C-Suite levels and fellow of Oxford Leadership, she works closely with universities, fashion schools, and government trade associations in China, HK, and certain EU countries on business opportunities and events as well as professional training support for upskilling.

- **Marysia Golazewska**

Former Associate Director / Production Head – Ted Baker UK

Four decades of experience from design initiation/development through production has seen Marysia Golazewska heading production departments of some of UK's most reputed British Designer brands, including Ted Baker. She focuses on understanding and aligning business needs with tangible solutions, and her passion is finding new suppliers and making the magic work.

- **Walid Zaazaa**

Founder, Creative Head & Executive Director – Manifesto Pte. Ltd (a unique store concept of Singapore)

A seasoned global Creative Director and CEO of a unique multi-brand concept store based in Singapore, Walid Zaazaa has 22 years of experience in fashion design and management, successfully leading worldwide creative teams (USA, France, Italy, Singapore, and China). Throughout his career, he has had the privilege of working with renowned brands such as Calvin Klein, DKNY, and many more. Through his passion for fashion and creativity, Walid aims to inspire the next generation of fashion industry leaders.

Speakers

- **Julien Berthomier**

Co-Founder & CEO – DIAKSE (a French leader in fashion VR retail technologies with top brands e.g. LV, Chanel, Dior)

Diakse is the French leader of V-Business (brands including LV, Chanel, Dior, Christofle, etc.) & the brainchild of its Founder, Julien Berthomier, an expert in new VR retail technologies. They help you simplify, maximise and economise for top results in retail, marketing and sustainable business growth through innovative and interactive VR showrooms, sales and marketing environments for a unique experience that showcase your brand products and drive online sales.

- **Gael Estublier**

International Business Developer ; Founder / CEO – ONYX MANAGEMENT CONSULTING, Lyon-FRANCE / Dubai-UAE ; French Trade Foreign Advisor

A passionate international citizen and a former diplomat in Central America, Gael Estublier put his intercultural and managerial skills at the service of the international expansion of private companies over the last 25 years. An expert in the consumer goods sector (e.g. Fashion 360° life circle), he founded ONYX in France and its sister company in Dubai and, supported by several other partners, created the “Global Fashion Network in Europe, Middle East, USA and Americas.” Committed to CHANGE, he advocates strongly for the application of ESG principles in all its missions. Gael has been appointed by the French PM as French Trade Foreign Advisor.

- **Karen He Stauff**

Founder / CEO – OHLA, China

Karen He Stauff is an expert in e-commerce between China and the West. Hands-on merchandising expertise from years of executive services in Alibaba and Mei.com, she has extensive experience in both the luxury and fashion sectors, connecting East & West potentials, including special channels in China for major luxury brands to promote and clear their stock.

- **Najah Onn**

Environmental Engineer, Founder / CEO of FASHINFIDELITY News & Media & Footprint Mechanics, Australia

Najah Onn is an environmental engineer by profession. 17 years of working in manufacturing, utilities and NGO, her expertise is fusing best-practice technology, sustainability principles, and waste reduction in the fashion and textiles supply chain, especially in the South East Asian region. She focuses on empowering manufacturing facilities with business improvement strategies from the ground up to tackle international ESG demands.