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2006 Milano Fashion Global Summit

**Style to Lifestyle.
Capturing the 360° Evolution of Fashion, Luxury and Design
to Prompt International Growth**

*Dallo Stile al Lifestyle.
Come cogliere l'evoluzione della moda, del lusso e del design
a 360° per continuare nella crescita sui mercati internazionali.*

Milan – Nhow Hotel – Tuesday, November 21st, 2006
Milano – Nhow Hotel – martedì 21 novembre 2006

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Special Thanks



9.00 – 9.20

Opening Remarks / *Saluti di apertura* (20')

Paolo Panerai (Editor in Chief and CEO, Class Editori)

Mario Boselli (Chairman, Camera Nazionale della Moda Italiana)

Andrea Pellegrini (Managing Director and Head of Investment Banking Italy, Merrill Lynch)

Christina Passariello (European Luxury and Fashion Correspondent, The Wall Street Journal)

Moderator **Andrea Cabrini** (Managing Editor, Class/CNBC)

9.20 – 10.35

The Scene: Economy, Icons and Finance. / *Gli scenari: economia, icone e finanza.*

Made in Italy: The Economic and Communication Levers for Developing the Italian Brand / *Il made in Italy: leva economica e comunicativa per lo sviluppo del sistema Italia* (20')

Emma Bonino (Member of Parliament and Minister for International Trade and European Affairs)

Lifestyle Vision (15')

Vittorio Sgarbi (Cultural Council Member for the City of Milan)

Economic Outlook / *Outlook economico* (10')

Guido Corbetta (Prorector, Università Bocconi)

From Jewelry to Luxury Resorts: Bulgari's New Direction / *Dai gioielli ai luxury resorts: il percorso di Bulgari* (12')

Francesco Trapani (CEO, Bulgari)

Financial Outlook from Merrill Lynch / *Outlook finanziario a cura di Merrill Lynch* (15')

Andrea Pellegrini (Managing Director and Head of Investment Banking Italy, Merrill Lynch)

Paola Durante (Head of Corporate Broking Italy, Merrill Lynch)

Coffee Break (10.35 – 11.00)

11.00 – 11.55

Architecture and Fashion: Creativity and the Marketplace / *Architettura e fashion: simbiosi creativa e di mercato*

Architecture as a Sales and Communication Tool / *L'habitat come strumento di vendita e di comunicazione* (10')

Norman Foster (Architect and Chairman, Foster + Partners)

The Relationship Between Man and Space in Retailing / *Rapporto tra uomo e spazio: interattività nel retail* (15')

Giacomo Santucci (Partner and Leader of the Italian Goods, Retail & Italian Lifestyle Practice, Value Partners)

Interior Design as an Interpretation of the Dream and the Evolution of the Marketplace / *L'interior design interpreta il sogno e l'evoluzione del mercato* (15')

Stefano Ronchetti (Chairman and CEO, Marzorati Ronchetti)

Harrods, Tradition Becomes a Brand / *Harrods, la tradizione che diventa stile di brand* (15')
Mohamed Al Fayed (Chairman and Owner, Harrods)

11.55 – 12.25

Luxury Groups: Harmony and Complementarity between Brands / *I gruppi del lusso: armonia e complementarità dei marchi* (30')

Diego Della Valle (Chairman and CEO, Tod's SpA)
Matteo Marzotto (Chairman, Valentino SpA)
Tonino Perna (Chairman and CEO, IT Holding SpA)

12.25 – 13.10

Great Brands: Brand-Extension and the Identity of Lifestyle / *I grandi marchi: brand-extension e identità nel lifestyle*

From Denim to Total Street Style and Sportswear / *Dal denim al total street style allo sportswear* (15')

Wichy Hassan (Chairman, Sixty Group)

La Fondation Louis Vuitton pour la Création: From Travel Culture to Brand Culture. / *La Fondation Louis Vuitton pour la Création: dalla cultura del viaggio alla cultura delle griffe* (10')

Frank Gehry (Architect)
Bernard Arnault (Chairman, LVMH Holding) *Video*

The Evolution of Tradition / *L'evoluzione della tradizione* (15')

Giancarlo Di Risio (CEO, Gianni Versace SpA)

Lunch (13.10 – 14.40)

14.40 – 15.45

Ralph Lauren and the American Dream: Creating a New Way of Life / *Ralph Lauren e l'american dream: la creazione di uno stile di vita* (15')

Pamela Fiori (Editor in Chief, Town & Country)

The Strength of a Brand as an Instrument for Product Creation / *La forza del marchio come strumento di creazione di un prodotto* (30')

Nerio Alessandri (Chairman and Founder, TechnoGym)
Daniele di Montezemolo (President, Daniele di Montezemolo & Associati Licensing)
Franco Gussalli Beretta (CEO, Fabbrica D'Armi Pietro Beretta SpA)

The Hotel as the Apex and Synthesis of Lifestyle / *L'hotel come vertice e sintesi del Lifestyle* (20')

Gabriele Burgio (President, NH Hoteles)
Adrian Zecha (Chairman and Founder, Aman Resorts)

Coffee Break (15.45 – 16.10)

16.10 – 17.25

Can European Lifestyle Brands Conquer Emerging Markets? Focusing on Russia, China, India and Brazil / Può il lifestyle europeo conquistare i mercati emergenti? Focus su Russia, Cina, India e Brasile

The International Point of View / Il punto di vista degli operatori internazionali (45')

Zhu Yong (Vice President, Shangtex Holding Co., Ltd)

Sheetal Mafatlal (President, Mafatlal Luxury Ltd)

Helena Montanarini (Fashion Consultant)

Andrey Nikolaev (Senior Fashion Trade Analyst, ICE Moscow)

The Italian Point of View / Il punto di vista delle aziende italiane (30')

Matteo Cordero di Montezemolo (Vice Chairman, Poltrona Frau Group; CEO, Montezemolo & Partners)

Michele Norsa (Group Managing Director and CEO, Salvatore Ferragamo Italia SpA)

Vittorio Tabacchi (Chairman, Sàfilo Group)

Moderator **Gabriele Capolino** (Editor and Associate Publisher, Class Editori SpA)

17.25 – 17.35

Da bottier a maison del lusso: L'histoire française (10')

Patrick Thomas (Chairman, Hermès)

17.35 – 18.00

General Discussion / Dibattito generale con la platea

18.00

Cocktail