

ModaCC

# Strategic Trend Immersion

Maig 2022  
Versió 1.0  
Privat i Confidencial

ModaCC

clúster català  
de la moda



# The Goal

Helping Small and Medium size companies from the Fashion Industry to improve their skills and develop sustainability in their business.



+



28-29 juny

29-30 juny



MATERIALS ABOUT SUSTAINABILITY RESOURCES 10TH EXPO REGISTRATION

SIGN-UP

LOGIN

## 10th FUTURE FABRICS EXPO

28-29 June 2022 LONDON

Source from thousands of textiles with a low environmental impact and discover sustainable solutions for a responsible fashion future



## 28<sup>th</sup> June

- Visit tot the future fabrics expo
- Contact with companies manufacturing sustainable materials
- Expert conferences

<https://www.futurefabricsvirtualexpo.com/>

# ModaCC Strategic Trend Immersion

## PRIMERA APROXIMACIÓ

Dimecres, 29 de juny

### Welcome

14:00 a 14:30

Delivery of the strategic trend Roadbook

30 minuts

### Sortida 1

14:30 a 19:30

Scouting in the city of London looking at interesting concepts of application of sustainability and digitization in the fashion industry.

5 hores

### Cool Down

19:30 a 20:15

Strategic session moderated by Daniel Córdoba-Mendiola with the main findings of the day.

45 minuts

Dijous, 30 de juny

### Early bird

9:00 a 9:30

Ethnographic session experimenting the cultural reality focused on the inhabitants of London

30 minuts

### Debrief

9.30 a 10:00

Working session in debate format with the objective to analyze conclusions, get learnings and to identify opportunities.

30 minuts

### Sortida 2

10.30 a 13:30

Continuation of scouting in the city of London from the itinerary facilitated.

3 hores

### Closing Lunch

13:30 a 14:30

Closing lunch with attendees and organization sharing the big ones scouting insights

1 hora