

JOIN US IN SILICON VALLEY,
SAN FRANCISCO, USA: SEPTEMBER 23-26.

KICKSTART DIGITAL TRANSFORMATION IN FASHION AND FURNITURE

Visits to innovative companies, expert talks and practical workshops and vøllabortiave learning.

Explore the frontier of digital transformation within the fashion and furniture sectors through our comprehensive initiative. This program is designed to equip industry leaders with cutting-edge tools and insights, promoting sustainable practices and innovative solutions.



VIA University
College



Lifestyle & Design Cluster.



Uddannelses- og
Forskningsministeriet



PROGRAM DRAFT

Day 1 - 23rd September (Palo Alto)

- Workshop with **ICDK** - Welcome to San Francisco; an introduction covering culture, history, and its status as a tech hotspot.
- **SAP** - workshop on digital tools like; AI, blockchain, digital twin and re-commerce, all with the purpose of creating a better customer experience for fashion and home decor.
- Engagements and workshop at **Stanford** to explore new research paving the way for the future.

Day 2 - 24th September (San Francisco Downtown)

- **Levi's** Innovation Lab – exploring the journey from denim to the future of fashion.
- **Raydiant** the in-location experience platform for brick-and-mortar. Transform information into experiences, messages into memories, and locations into .
- **Salesforce** - the future of customer relationship
- A visit at Salesforce tower finishing off with a networking dinner.

Day 3 - 25th September (Oakland & San Francisco)

- Visit to **Unspun** x Walmart to see 3D woven products.
- **Everlane** - Insights into e-commerce, transparency, and user engagement.
- **Autodesk Gallery** session from digital production to 3D printing and future localization techniques.
- Evening: Experience with **Waymo's** self-driving cars.

Day 4 - 26th September (San Francisco Downtown)

- Breakfast kick-off in **BoConcept** furniture meets tech valley.
- Furniture & design in SF: **Design within Reach, Blu Dot & RH San Francisco**
- **Debrief workshop to consolidate learnings.**





PRACTICAL

Inspiration for digital transformation: what, how & why in fashion and furniture.

This initiative by Lifestyle & Design Cluster, led by Copenhagen Business School and VIA Design & Business, aims to catalyze digital innovation across the Danish fashion and furniture industries.

Key dates and preparations:

- Kick-off: June 25, 2024, 9:00-10:00 AM
- Preperation: August 20, 2024, 3:00-4:00 PM
- **Studietrip:** San Francisco September 23-26, 2024.
 - Meet and greet Sep. 22. at 7:30 pm
 - Program ends Sep. 26. 2 pm
- Debrief online meeting: November 14, 2024, 1:00-2:00 PM
- **Hotel** Zelos San Francisco. 12 4th St, San Francisco, CA 94103, USA

Tour Highlights:

- Visits to innovative companies: Experience first-hand how leading companies apply digital solutions.
- Expert talks and practical workshops: Engage with local experts and practitioners.
- Collaborative learning: Reflect on how these insights can be implemented in your own business for tangible innovation.

THEME OF THE TRIP



Digitalizing the Employee Journey:

Setting the team for innovation? How can digital tools transform internal operations from training to productivity and employee engagement. How can diversity and leadership support delivering on the employee value proposition?

Digitalizing Services for Customers and Suppliers:

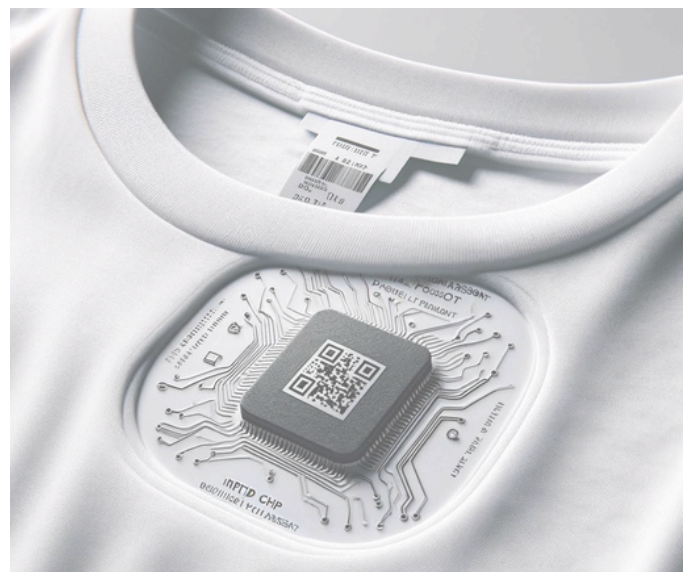
Implementing digital solutions to streamline and enhance interactions. Including product information, order processing, delivery information, and predicting future needs. Thereby enhancing efficiency and customer satisfaction.

Exploration of Digital Business Models:

Investigating innovative circular business models, leveraging digital technologies to create new revenue streams, increased customer transparency, recommerce, and competitive advantages.

Digitalization of the Customer Journey:

Revamping how customers interact with your touchpoints and services, from selection, trial, purchasing, delivery, customer service, returns, and recommerce making it a seamless digital experience.



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