

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 collaborative 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)

- 08:00 Transport by Über to Palo Alto (find your Über group)
- 09:00 **The Consulate General & Innovation Centre Denmark**  
Workshop with **ICDK** - Welcome to San Francisco; an introduction covering culture, history, and its status as a tech hotspot.
- 12:00 Transport to SAP LABS, 3410 Hillview Ave, Palo Alto  
**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.  
by Mr. Shardul Vikram, Industries & CX CTO, Head of Data & AI
- 01:00 Networking lunch at SAP
- 02:00 Transport - a quick stop at TESLA or GOOGLE
- TBA: A Tour on Stanford University. A visit with Mr. Kenji Kushida. A visit at Plug& Play Retail.
- 05:00 Return to San Francisco
- Free time in the evening

# PROGRAM DRAFT

## Day 2 - 24th September (San Francisco Downtown)

- 09:00 Walk to Levi's Plaza, 1105 Battery St, San Francisco
- 10:00 **Levi Strauss & Co.** exploring the journey from denim to the future of fashion.
- Eureka Innovation Lab** an environment where creativity knows no boundaries — where the brand experiments with fit, finishing and fabric. From industrial-sized washing machines to a laser machine to inflatable legs that jeans are fitted onto so they can be sanded for the perfect wear patterns
- 10:00 **Paul Dillinger**, VP of Global Design Innovation will address Circular Economy
- 10:30 **Bart Sights**, VP Of Global Technical Innovation, lead the tour and speaks about digital tools and transformation.  
Follow by our host Una Murphy, Sr Concept Designer
- 12:00 Walk to Raydiant
- 01:00 Lunch & Networking at Raydiant, 35 Stillman St.
- 01:30 **Raydiant the in-store experience platform.** Transform information into experiences, messages into memories, and locations into destinations. Listen to a pitch from Raydiant, partners and customer stories.
- 02:00 Pitch from **Mirror Mirror AI** by Yusan Lin
- 02:30 Finalizing with a roundtable discussion
- 03:00 Walk to Salesforce Tower, 415 Mission St
- 04:00 **Salesforce** - the future of customer relationship  
A visit at Salesforce tower finishing off with a networking dinner.
- 05:30 Debriefing the day and input by Mogens Bjerre
- Free evening program
- 07:00 suggestion: Farming Hope dinner

# PROGRAM DRAFT

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

- 09:15 Departure Über: Unspun, 6655 Hollis St, Emeryville
- 10:00 Visit to **Unspun**, listen to the future textile production and a case with Walmart and their 3D woven products.
- Scanning: overview of fit technology/partnerships and the holistic 'unspun platform'
  - Machine demo: Vega™ machine accelerates production lead time from months to days. That speed is how we achieve automated, localized, and intentional production at scale.
  - Finishing and product: Tour of finishings area and design studie products.
- Roundtable discussion - Can we produce less and local?
- 12:00 Transport to SF & Lunch
- 01:00 **Innovative Beauty Brand Incubator Kendo Brands**  
Host: Minakshi Radhakrishnan, Senior Director, Lip Lab at Kendo (LVMH)
- 02:30 Retail Walk
- TBA: **Autodesk** Gallery session from digital production to 3D printing and future localization techniques.
- TBA: Experience with Waymo's self-driving cars.
- 05:00 Networking Dinner at the General Consul  
Menlo Park

# PROGRAM DRAFT

## Day 4 - 26th September (San Francisco Downtown)

08:45 Walk to BoConcept

09:30 **BoConcept: Furniture and retail meets tech valley.**

We are excited to welcome you to BoConcept San Francisco, where you'll gain exclusive insights into our global omnichannel transformation. During your visit, you'll see how we've implemented cutting-edge digital tools in our Bay Area showrooms to enhance conversion, improve productivity, and elevate customer satisfaction.

Your host, **Søren Krogh-Jensen**, brings over 25 years of experience with BoConcept, having worked across three continents in both franchisor and franchisee roles. Søren will guide you through our digital strategies and how they align with the future of furniture retail. We look forward to an inspiring and engaging session with you!

10:30 Retail walk

- Design within Reach: The space pays homage to the city's legacy of tastemaking while looking toward the future, highlighting artists and brands who are essential to modern design
- Blu Dot or RH San Francisco
- REI
- <https://my.shortstorybox.com/>

12:00 Lunch

01:00 Workshop at the hotel

Debrief workshop to consolidate learnings at the hotel

02:00 Thank you for a great week



# 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
- Preparation: 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:**

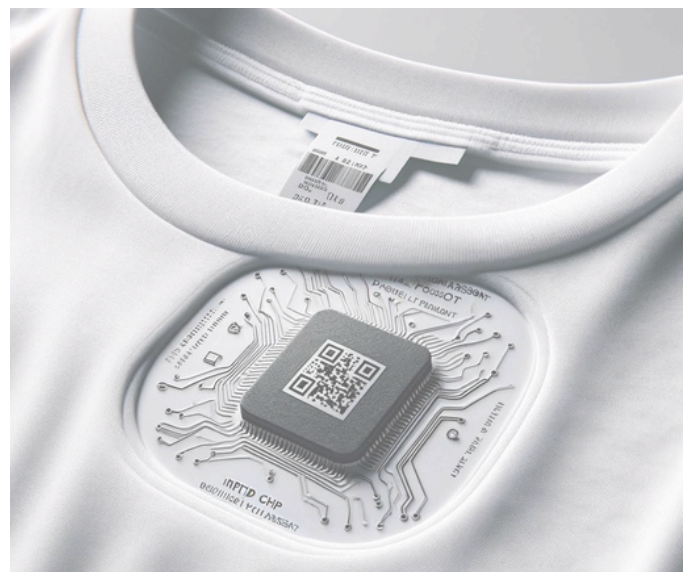
Implementing digital solutions to streamline and enhance interactions. Including product information, order processing, delivery information, and predicting future needs. Thereby enhancing efficiency and customer satisfaction.

## **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.



# PARTICIPANTS

## FASHION, TEXTILE, TECH



June Harrild  
Digital Manager  
Green Cotton Group A/S



Sanne Nørgaard  
Managing Director  
Green Cotton Group A/S



Mette-My Filholm Kristensen  
Head of E-commerce &  
Marketplaces  
Sports Group Denmark A/S



Kristina Vigen  
ESG Specialist  
Sports Group Denmark A/S



Rikke Biehl  
Founder and CXO  
Delogue PLM



Stine Ekkenberg ØsterbyVis  
Group Head of Marketing  
Fischer Group



Charlotte Fog Qvotrup  
Design/Product Manager  
Fischer + Kurage

## FURNITURE



Michael Kvist  
Chief Executive Officer  
Michael Kvist IPR



Torben Paulin  
CEO  
TCM Group A/S



Line Olesen  
Founder  
MAKE nordic



Morten Lind Mølgaard  
Group CEO  
Innovation Living



# PARTICIPANTS

## ASSOCIATIONS & UNIVERSITIES



Mogens Bjerre  
Associate Professor  
Copenhagen Business School



Anatolie Cantir  
Associate Prof., Culturalist  
VIA Design & Business



Frank Vid Stein  
3F industrigruppen  
industry association



TBA



Jakob Simmelkjær  
Digital rådgiver  
Danish Fashion & Textile



Heidi Svane Pedersen  
Head of Digital  
Lifestyle & Design Cluster



Frederik Thrane  
Head of Circular Economy  
Lifestyle & Design Cluster



Mette Dalgaard Nielsen  
Ph.d.-stipendiat  
Det Kongelige Akademi

### Contact:

CBS: Mogens Bjerre  
Phone (+45) 3815 2122

VIA Design: Anatolie Cantir  
Phone: (+45) 2733 3495

LDC: Heidi Svane  
Phone: (+45) 2074 7683