



Evo CEO Fabrizio Fantini Guest Speaker at Lectra's "Fashion Goes Digital"

Fashion and digital experts meet at Lectra to explore the Industry 4.0 tools and strategies necessary for success

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By Martin Luxton

Evo CEO and Founder Fabrizio Fantini will be a guest speaker at Lectra's "Fashion Goes Digital" in Bordeaux on 4th / 5th April. The 2-day event will be held in the conference centre at Lectra's International Advanced Technology Centre in Bordeaux-Cestas.

The event will also mark the opening of Lectra's new Industry 4.0 cutting room.

In a packed 2 days, a series of talks and breakouts will "explore how business models are changing, the value of data for fashion businesses is increasing, and the connected manufacturing process is now the new norm".

Evo CEO Fabrizio Fantini, a pioneer in the field of data for the fashion business, will be explaining how machine learning has disrupted the fashion industry and ways that companies can profit from this disruption. "There's been a lot of doom and gloom in the retail sector over the problems of so many High Street brands. This is a big mistake. Instead of focusing on failure, the fashion and retail industries should be looking at all the new data tools which can bring previously unheard-of margins, even in a difficult market."

Fantini also sees the kind of technology being developed by Lectra as vital to the future of apparel. "I see fashion, retail as a whole actually, being more demand-driven and Lectra's ground-breaking solutions for managing the fashion lifecycle from design to production in an agile way are a key element of Industry 4.0 and meeting customer expectations."

About Fabrizio Fantini

Fabrizio Fantini is the brain behind Evo. In 2009, he discovered a new approach to predictive solutions that creates business value directly from a symbiotic relationship between people and technology.

Combining the results of his Math PhD with the learnings of a Harvard MBA and 10 years of consulting for global CEOs at McKinsey, he built Evo analytics to build on human intuition, instead of aiming to replace it.



The unique artificial intelligence software of Evo helps fashion clients achieve and sustain extraordinary results: 1-year-ahead product sales forecasting, optimal wholesale and retail prices and promotions, an innovative retail replenishment approach specifically suited to the unique needs of fashion stores.

For more information, please visit www.evopricing.com

E-mail: press@evopricing.com

Tel: +39 011 315 7468