



## Intesa Sanpaolo in London to promote Fashion Tech

The Italian group will be a premium partner in Decoded Future Fashion's fourth year, one of the most important international events dedicated to fashion innovations

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By FIRST online

It's the fourth year Intesa Sanpaolo Innovation Centre supports one of the most important international events dedicated to fashion innovations, as premium partner to Decoded Future Fashion. The 2018 edition at Tobacco Docks in London's Wapping Lane on 26 June, is entitled "Empowering Change-Makers" and its goal is to discover and connect with companies, using technology and innovation to bring about changes in the sectors of Experience & Lifestyle, Fashion & Luxury and Beauty & Wellness.

Intesa Sanpaolo Innovation Centre will be bringing six fashion tech startups to Decoded London. Three Italian and three English (1TrueID, Gifters, Evo Pricing, Awaytomars, Verisium, Heuritech), that were selected from the most promising on the market. During the pitch sessions, they will be meeting big-name brands, retailers, tech players, innovators and investors of global importance.

"Italy is synonymous internationally for its high-quality lifestyle, the fashion system is a driver for the country's economy and the technology plays a decisive role on several fronts," says Maurizio Montagnese, the President of Intesa Sanpaolo Innovation Centre. "This is why I have chosen to dedicate, a part of what we do as a core driver of innovations and as the bridge between companies and startups, to fashion, bringing six emerging businesses to London, in direct contact with the most important sector operators. On the 1st and 2<sup>nd</sup> of November, we will be replication this initiative when we take part in the second Decoded Future Fashion being held in New York, in collaboration with our local hub branch for a new investor arena".