

Innovation Booster Fashion & Lifestyle



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Radical Innovation in Fashion: Unpeeling Layers of Innovation to Uncover Impactful Breakthroughs

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Community Day “Innovation in Sportswear & Design @Assos – Paradiso
04.09.2025

PROGRAM SPONSORS



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ABOUT INNOVATION BOOSTER

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Innosuisse is the Swiss Innovation Agency. Its role is to promote science-based innovation in the interest of the economy and society in Switzerland.

Among different funding instruments Innosuisse promotes Innovation Boosters.

The Innovation Booster (IB) is a funding instrument that creates thematic communities to foster science-based and sustainable radical innovation through open innovation.

Innosuisse - Swiss Innovation Agency



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THE INNOVATION BOOSTER FASHION & LIFESTYLE

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WHAT IS IT?

Among different funding instruments **Innosuisse** promotes **Innovation Boosters**.

The Innovation Booster (IB) is a funding instrument that **creates thematic communities** to **foster science-based** and sustainable **radical innovation** through **open innovation**.

The **IB – Fashion & Lifestyle** aims to identify top industry challenges, match them with research and experts and foster **Radical Innovation** through an open, sustainable, and user-centric approach.

HOW DOES IT WORK?



Capitalizing the Fashion & Lifestyle **community** to **solve industry challenges/problems**



Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas** / year (≈ CHF 28K / idea) that prove potential to change the Fashion & Lifestyle world

INNOVATION BOOSTER FASHION & LIFESTYLE – #2 CALL FOR CHALLENGES

PROGRAM PHASES 2025

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PHASE 0 INDUSTRY INPUT



PHASE 1 CHALLENGE YOUR IDEAS

PHASE 2 TEST, IMPLEMENT, LEARN



INDUSTRY WORKSHOP

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community



LAUNCH IB CALL FOR CHALLENGES APPLICATIONS

The **IB opens a call** on **jointcreate platform**, focusing on challenges identified during industry workshop



APPLY TO THE IB CALL

People from **the community can submit proposals** of an **Innovation Hypothesis**

30.09.2025



WORKSHOP “CHALLENGE YOUR IDEAS”

Innovation Teams are invited to join a **design thinking workshop**. They **explore the problems** and **co-create** with the support of experts

14.11.2025



PITCH YOUR IDEA & GET FUNDS

Innovation Teams pitch their **ideas**, and the **Jury decides** which **projects receive funding**



TEST, IMPLEMENT & LEARN

Awarded Innovation Teams execute their **project**, **share** results/ lesson learned, **evaluate next steps**

CALL FOR CHALLENGES

Crafting a new Sustainable Approach for tomorrow's Fashion Industry

Deadline: September 5th, 2025



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The fashion industry is at a critical juncture, facing mounting pressure to enhance sustainability due to evolving consumer expectations, regulatory changes, and environmental imperatives. We want to gather the most promising ideas that can help understanding the current issues, enhancing the co-creation of new radical solutions to disrupt the Fashion & Lifestyle Industry approach to sustainability.

In considering eligible innovation hypothesis, we report hereafter a list of topics and challenges to be addressed:

- WASTE MANAGEMENT AND OPTIMIZATION OF COLLECTION AND SORTING PROCESSES
- TRANSPARENCY AND DATA MANAGEMENT FOR ENVIRONMENTAL ASSESSMENT
- NEXT-GENERATION BIO-BASED MATERIALS FOR FASHION CIRCULARITY
- ECO-DESIGN FOR RECYCLING AND CIRCULARITY
- CONSUMER AWARENESS AND ENGAGEMENT
- AI-BASED METHODOLOGIES FOR RESPONSIBLE PURCHASING AND RECYCLING
- SMART TEXTILE INNOVATIONS AND CIRCULAR ECONOMY INTEGRATION
- LOW-IMPACT DYEING AND WATERLESS PRODUCTION TECHNOLOGIES
- BLOCKCHAIN FOR SUPPLY CHAIN TRACEABILITY
- AI-DRIVEN DECISION SUPPORT FOR DESIGN FOR SORTING
- NEW SOLUTIONS AND APPROACHES FOR CORPORATE SOCIAL RESPONSIBILITY

PITCH JURY

WHAT IS IT?

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The **Pitch Jury consists of experts** in research, business and society who decide what ideas obtain funding.

The Jury adheres to program rules and to be trusted in the **protection of all the ideas**, being **responsible for** reasonable **funding**.

The jury is selected by the IB Team and consists of permanent members and temporary participants.

Jury members include managers and experts from **brands, associations, investors, entrepreneurs**, Swiss and international **academic** representatives.

PITCH JURY #2 CALL // FOCUS SUSTAINABILITY

COMPOSITION

- **Martino Forcella** – Global Sourcing & Operations Director, **North Sails Apparel**
- **Vera Galarza** – Global Head of Sustainability, **Triumph**
- **Antonio Puntello** – Vice President Global Sustainability, **Timex Group**
- **Roberto Lombardi** – Senior Director Internal Audit, Global Sustainability & ESG, **Guess Europe Sagi**
- **Olga Burfan** – Head of Global E-Commerce, **Philipp Plein**
- **Mauro Dal Bosco** – Global CFO, **7 For All Mankind**
- **Sara Munaretto** – Head of eCommerce, **7 For All Mankind**
- **Heinz Zeller** – Principal Sustainability, **Hugo Boss**
- **Simone Pulzato** – Business Strategy Principal, **Hugo Boss**
- **Johanna Gollhofner** – Professor Dr., **Universität St- Gallen**
- **Gabriele Amadò** – Head Corporate Banking Sopraceneri, **UBS Switzerland AG**
- **Nicola Guarneri** – Managing Partner, **OF Design SAGL**
- **Barbara Miller** – Professor, **FHNW**
- **Paolo Agazzone** – Chairman & Founder, **Alpha Square Invest**
- **Angelica Morrone** – General Partner, **Privilège Venture SA**
- **Alberto Albertini** – Strategic Marketing Director, **Antares Vision**
- **Alessandro Inversini** – Associate Professor, **École hôtelière de Lausanne**
- **Nina Bachmann** – Member of the Management Board, **Swiss Textiles**

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INNOVATION TEAMS CREATION



RESEARCH PARTNER

UNIVERSITY

Research partners include university research institutes, non-commercial research centres outside the university sector, departmental research institutions and federal research institutes



IMPLEMENTATION PARTNER

PARTNER

Implementation partners can be national or international start-ups, scale ups, SMEs or larger companies that offer products or services or implement processes, as well as non-profit organisations.

CO-CREATION WORKSHOP

INNOVATION TEAM &
PROJECT IDEA

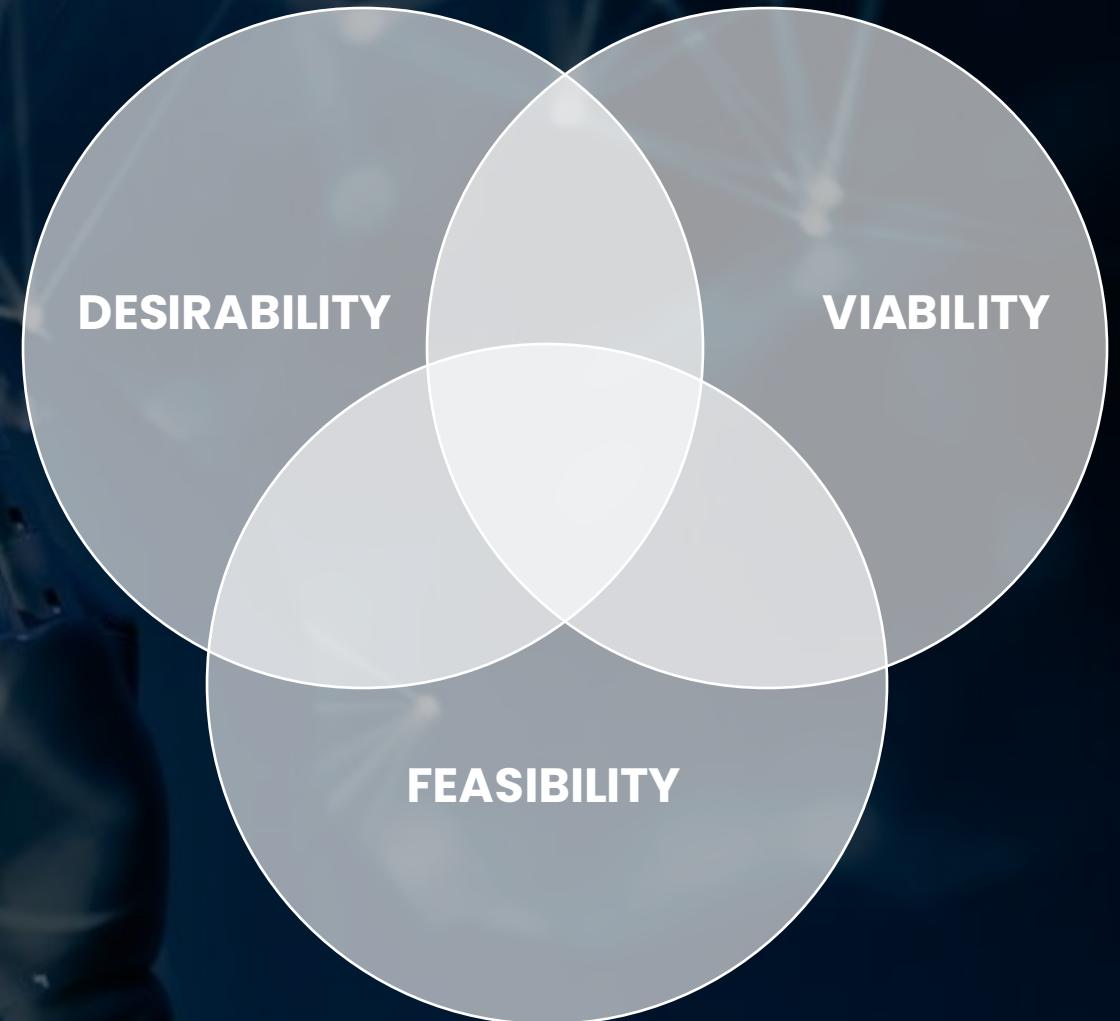
OUTPUT ON FUNDED IDEAS

TESTING THE POTENTIAL OF NEW RADICAL INNOVATIVE IDEAS

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- ✓ **Proof-of-concept**
- ✓ **Feasibility studies**
- ✓ **Market assessments**



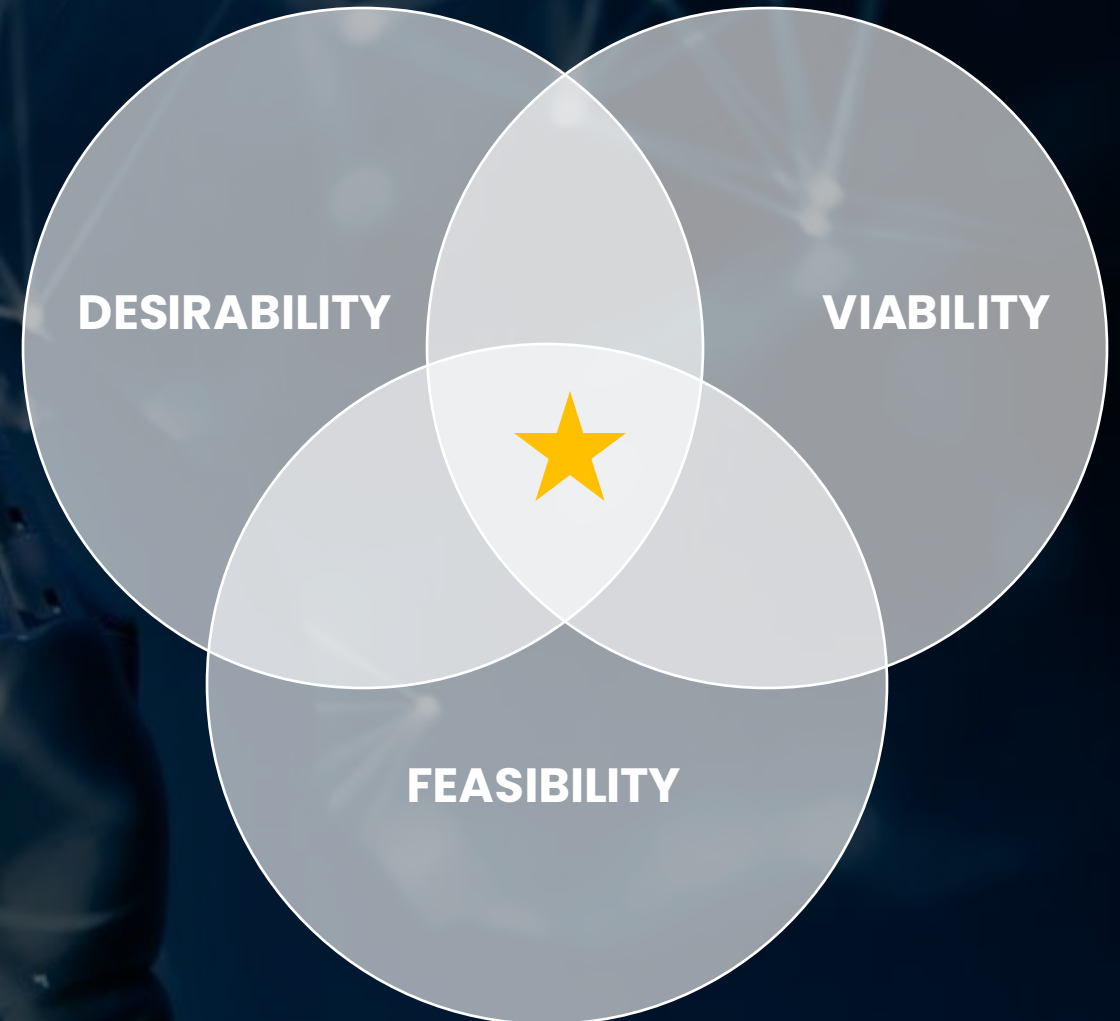
THE SWEET SPOT OF INNOVATION

TESTING THE POTENTIAL OF NEW RADICAL INNOVATIVE IDEAS

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- 1. Desirability:** Is it reasonable to think that the final users will need or want to use the solution?
- 2. Viability:** Does the solution seem worth pursuing and the commercialisation business model sustainable?
- 3. Feasibility:** Is it reasonable to assume that the solution can technically be implement or realised?



INNOVATION TEAM FUNDING

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The Innovation Booster **Jury** will **select Innovation Teams** that will receive innovation **team funding** and provide the funds to one beneficiary, who can then allocate the funds within the team as necessary for the purpose of idea exploration

- ❑ CHF 20'000.- : Cash contribution from Innosuisse
- ❑ CHF 3'000.- : Cash contribution from Innovation Booster sponsors
- ❑ CHF 2'500.- : n.1 Executional Voucher (mandatory for desirability testing)
- ❑ CHF 2'500.- : n.1 Launchpad Voucher
- ❑ **TOTAL Cash contributions: CHF 23'000.-**
- ❑ **TOTAL available Vouchers: CHF 5'000.-**
- ❑ **TOTAL Funding Amount: CHF 28'000.-**

ARE YOU FAMILIAR WITH THE DEFINITION OF RADICAL INNOVATION?

Question: Is it **incremental** or **radical** innovation?

Insight: *Radical Innovation is solving an existing problem with a profound novel approach – Radical innovations create new value networks. Incremental ones optimize existing systems.*

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"WHICH INNOVATION IS TRULY RADICAL?"



● H&M's 30% recycled polyester blouse

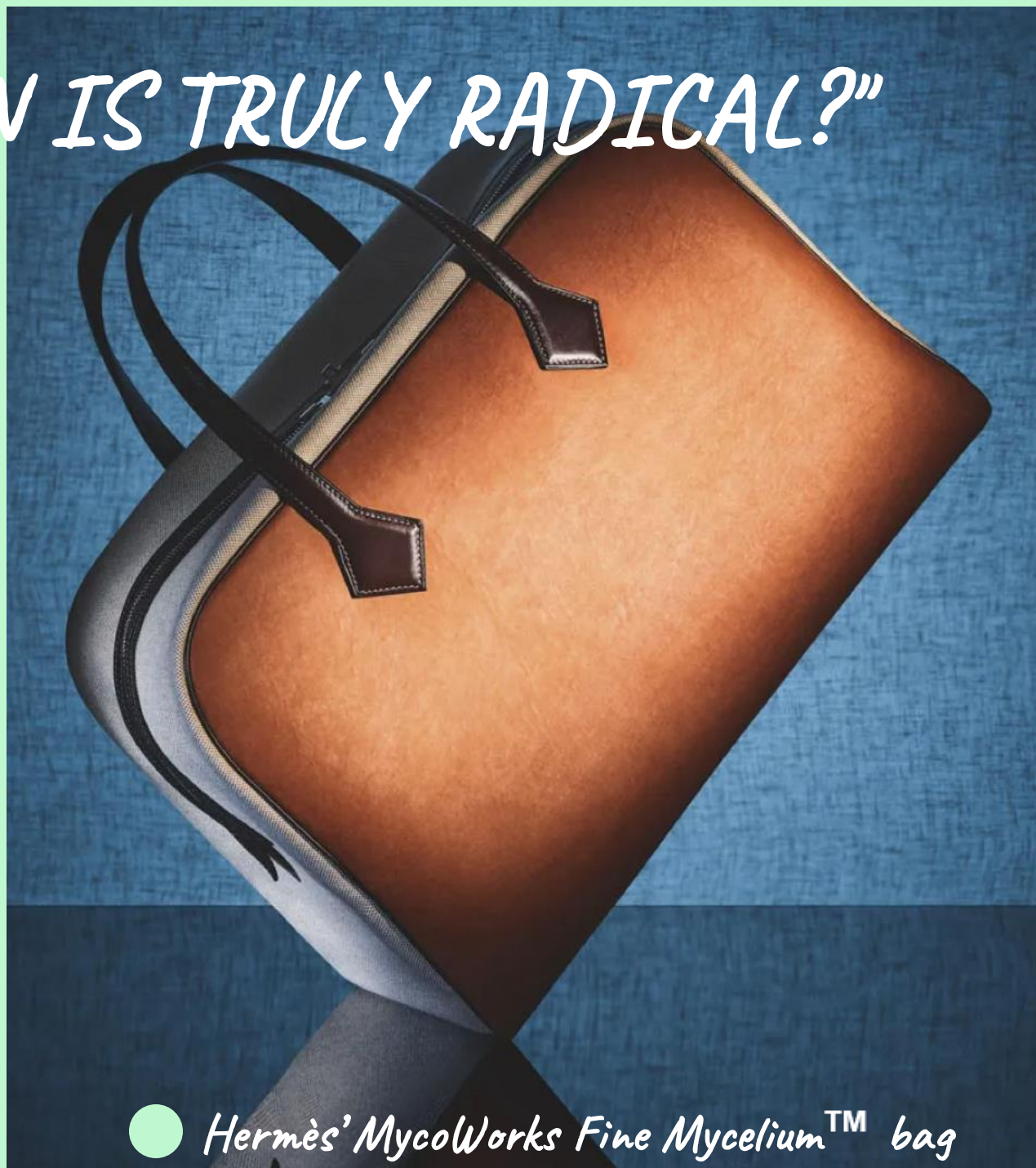


● Hermès' MycolWorks Fine Mycelium™ bag

"WHICH INNOVATION IS TRULY RADICAL?"



● H&M's 30% recycled polyester blouse



● Hermès' MycolWorks Fine Mycelium™ bag

WHY?

Radical innovation rewrites rules. MycoWorks' Fine Mycelium™ isn't 'better leather'—it's a new material category with 98% less water use and 18-day growth cycles (vs. 3 years for cattle). MycoWorks creates a \$3.7B market by 2030 (CAGR 43.4%)*, displacing animal and synthetic leather. H&M's recycled polyester still relies on fossil fuels—a 30% waste reduction is incremental, not systemic."

MycoWorks & Hermès:

Source: MycoWorks & Hermès, Dezeen, Highsnobiety

H&M Recycled Polyester:

Source: H&M Group Sustainability Report 2024, CSO Futures

*estimates



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RADICAL INNOVATION

Radical innovation is a transformative concept that reshapes the landscape of technology, business, or industry.

- Radical innovation represents a **paradigm shift**, departing from conventional norms.
- It goes **beyond** incremental improvements or minor modifications.
- Introduces **profound changes** in **thinking, technology, or business models** creating new markets.
- This type of innovation challenges existing norms and **redefines industries**.

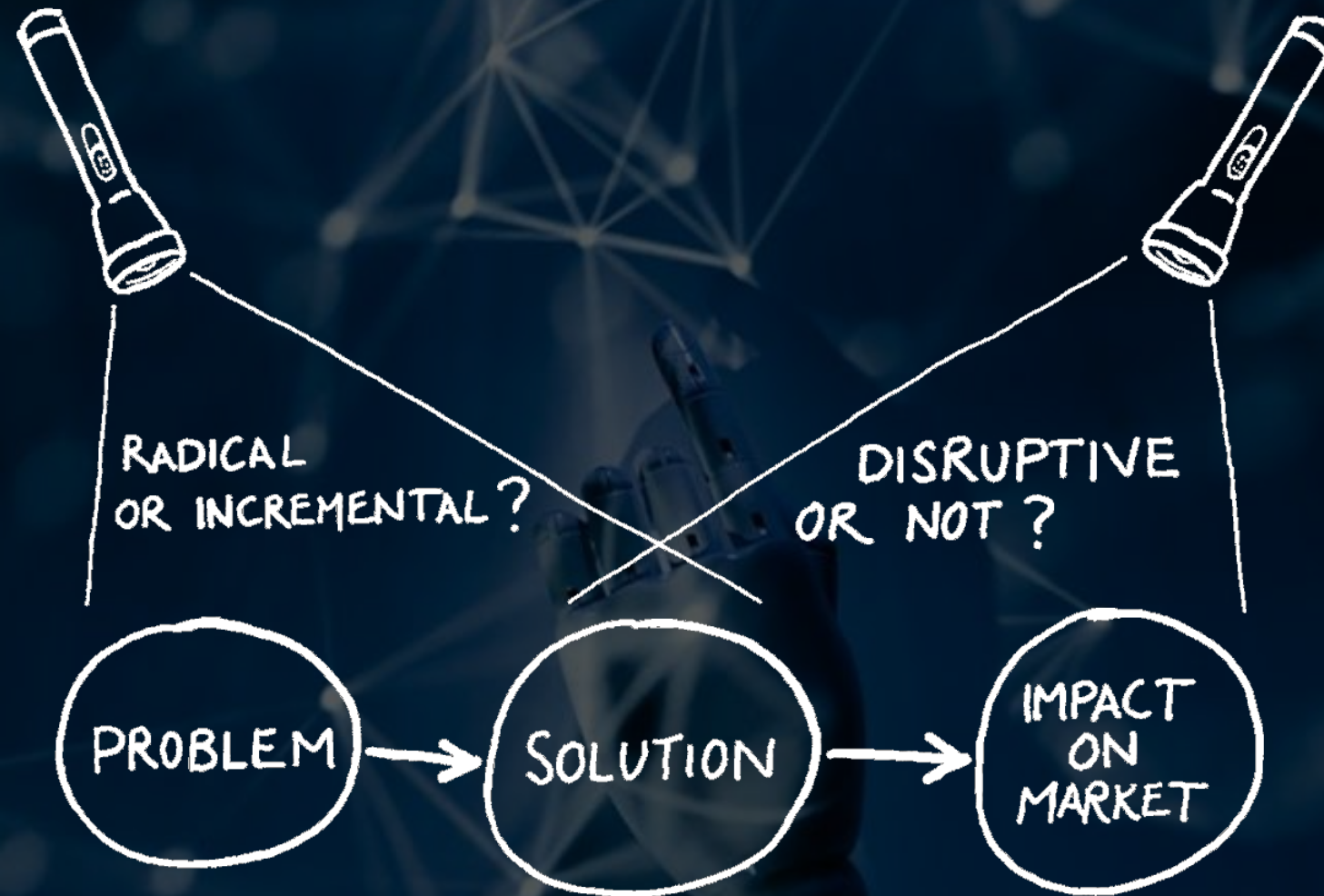
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RADICAL VS. DISRUPTIVE

DIFFERENT ANGLES FOR DIFFERENT MEANINGS

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DRIVERS OF RADICAL INNOVATION

WHY FASHION CAN'T AFFORD COMPLACENCY

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▲ Pressures Accelerating Transformation

- 🌍 Climate crisis, dwindling resources, and Gen Z's activist values demand systemic change
- 📋 EU regulations (e.g. Extended Producer Responsibility, digital product passports) mandate circular business models

🔧 Innovation Enablers

- 🏠 Breakthroughs in AI, IoT, and materials science unlock new possibilities
- 💡 Tech adoption costs are falling, making advanced tools more accessible — even for mid-size brands

🛍️ Consumer Shift in Luxury & Beyond

- 💬 Buyers now expect authenticity, hyper-personalization, and sustainability
- ⌚ Brands that don't evolve risk irrelevance or commodification

“Radical innovation in fashion is no longer optional—it’s digitally accelerated, **consumer-led**, and structurally required.”
— Adapted from Colombi et al., MDPI 2023

AI AS CO-CREATOR

A RADICAL INNOVATION APPROACH

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“AI is not inherently radical.

But when embedded as a creative agent — shaping desirability, circularity, and speed — it becomes a catalyst for fashion’s reinvention.”



START FROM THE PROBLEM, NOT THE SOLUTION

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“If I had an hour to solve a problem, I would spend 55 minutes defining the problem and only five minutes finding the solution”

Albert Einstein



START FROM THE PROBLEM, NOT THE SOLUTION

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It is important that we look **behind** the **idea** and deal with the **underlying problem**.

And we should also look **behind** the **problem** and deal with the **underlying assumptions**.



**THE ANSWER TO
INNOVATION
IS TO ASK ONE
MORE QUESTION**

Thank you!



For more information please visit:

ibfashionandlifestyle.ch

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