

Building together the New Lifestyle Innovation Hub of Europe in Lausanne

17 February 2026

VAUD 


Ville de Lausanne


EHL

COMPETITOR
A DEDA STEALTH COMPANY

esw.

LIVE STORY[®]

salesforce

We are a **membership-based community** designed to inspire innovation, foster collaboration, and facilitate investments in the lifestyle sector



+130
ACTIVE
MEMBERS

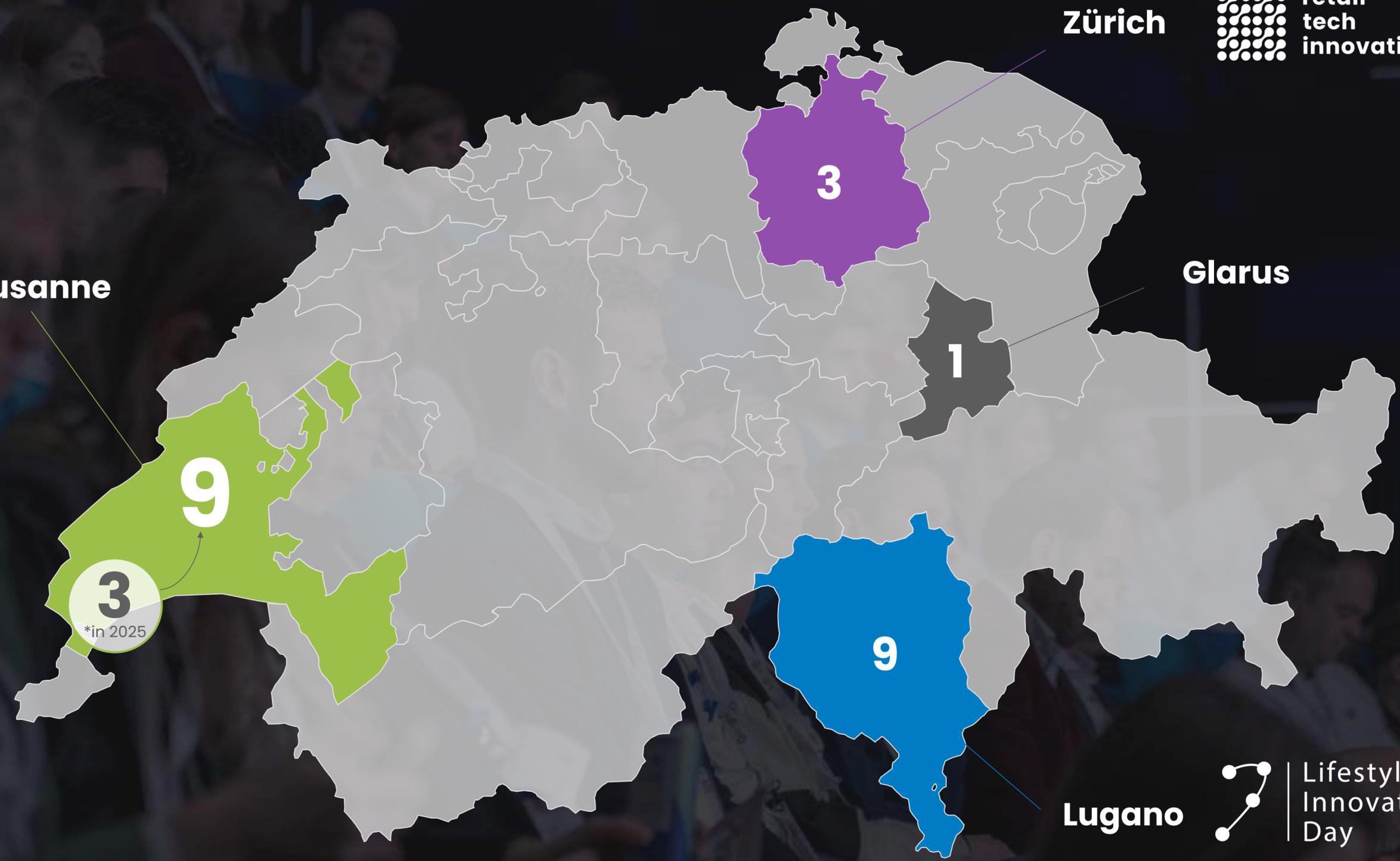
We connect innovation leaders



Community Acceleration & University Partnerships



Lausanne



Zürich



Glarus

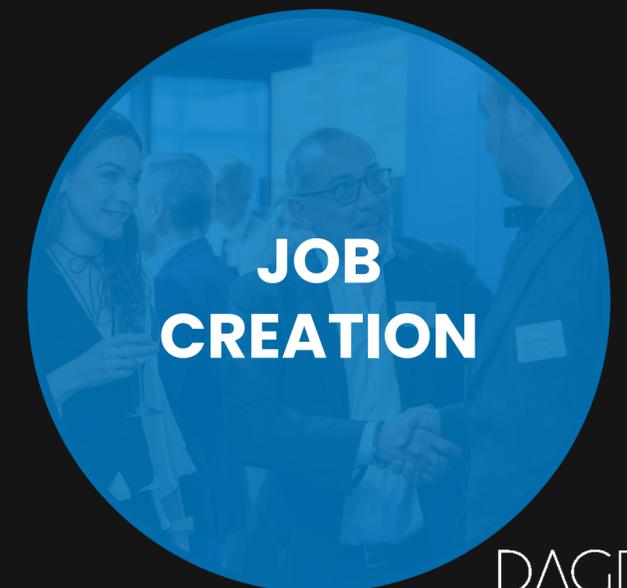
Lugano



FASHION TECH HUB LUGANO

In our hubs, **ideas are exchanged**, **skills cultivated**, and **innovation supported**...

...creating lasting **social** and **economic impact**



An architectural rendering of a modern urban street at dusk. The scene features a cobblestone-paved street with people walking and cycling. On the right, a tall, modern building with a glass facade is illuminated from within, showing interior spaces. The sky is dark, and the overall atmosphere is vibrant and contemporary.

THE LIFESTYLE INNOVATION HUB LAUSANNE

PHASE 1 | HUB CONCEPT DEFINITION

The Lifestyle Innovation Hub Lausanne

We aim to set up an Innovation Hub to **enable R&D, investment attraction and ecosystem growth.**



Stakeholders we are involving in the Hub initiative

COMPANIES

- Provides access to **tailored programs, networking** events, and **workshops** that accelerate innovation.
- **Companies** can **connect** with startups, scale-ups, corporates, and investors, attract foreign investment to Vaud, and gain support in jobs creation and **talent requirement**.

INVESTORS

- The Innovation Hub positions Vaud as a magnet for innovators, where businesses thrive, collaborate with academia, and **drive economic growth**.
- It connects to **high-potential startups** and **scale-ups**, early innovation projects, and global **co-investment opportunities**.



UNIVERSITIES

- The Innovation Hub connects **universities** with **companies**, enables **access to public funding**, and launch joint **R&D programs**.
- It facilitates **joint research activities** with industry, strengthens connections, creates talent pipelines, and **accelerates collaborative innovation projects**.

CANTON VAUD & CITY OF LAUSANNE

- Positioning Vaud as the leading lifestyle Innovation Hub strengthens its **global visibility** and **attractiveness**.
- Highlighting local industry strengths builds a **competitive ecosystem**.
- Financing Innovation Hub generates **lasting economic impact** and **international reach**.

Canton Vaud: Where Global Lifestyle Companies Make Their Home

Many leading lifestyle brands choose **Canton Vaud** as their base, benefiting from its **strategic location** and **business ecosystem**



Canton Vaud: Where Talent Meets Innovation



EPFL

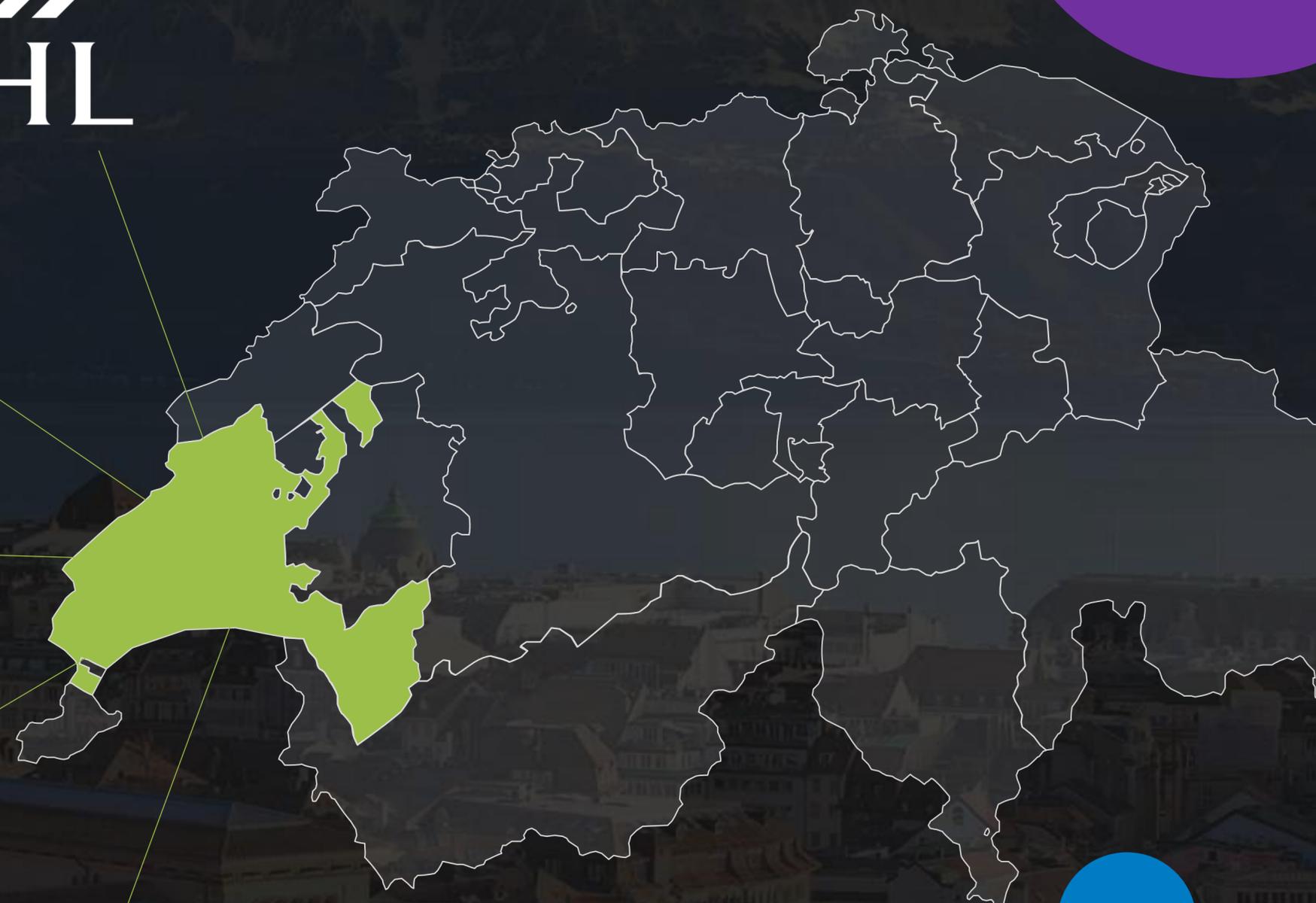
IMD

éc a l



UNIL | Université de Lausanne

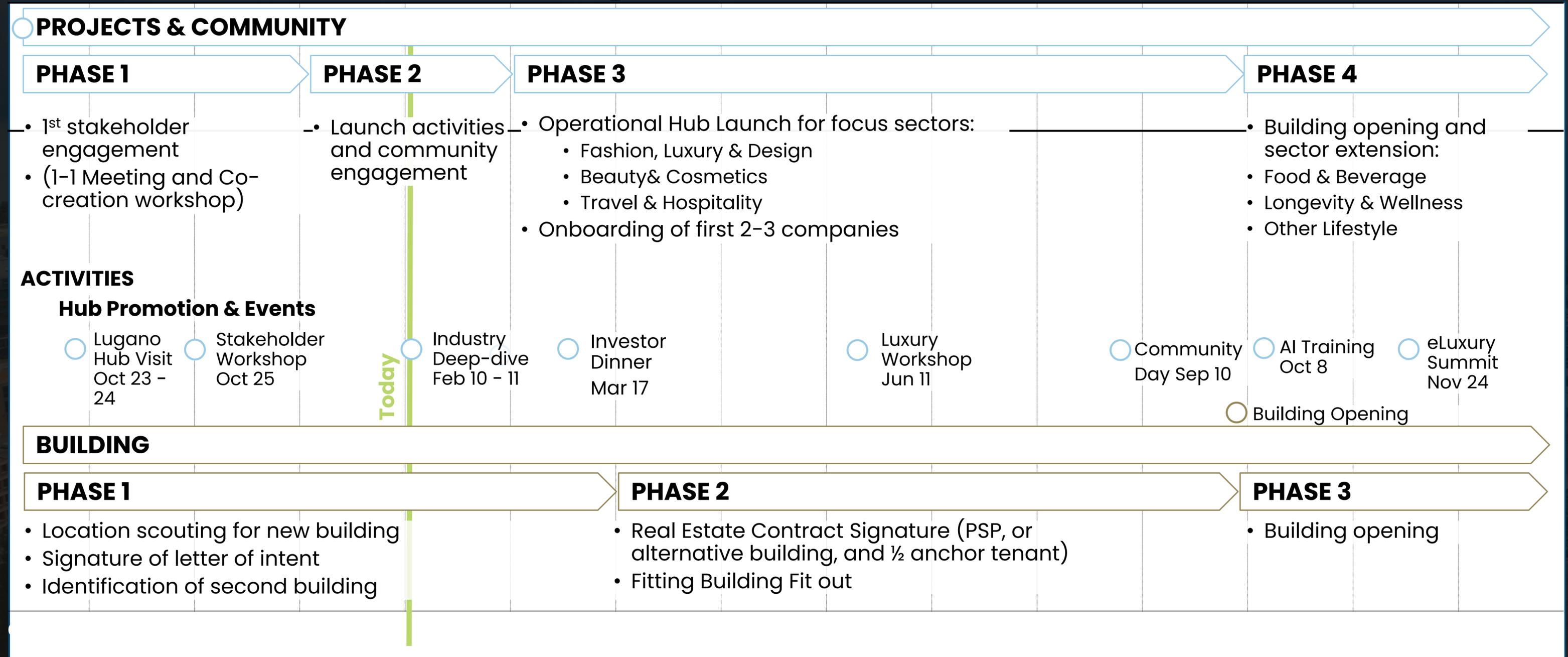
Canton Vaud is a hub where **heritage** and **innovation meet**, leveraging **world-class researchers** and **talents**



DAGORÀ
LifeStyle • Innovation • Hub

We have defined a clear plan to conceive, setup and scale the Hub

PLANNING



We are working with key market players and local stakeholders to gather inputs and recommendations

CLOSED-DOOR WORKSHOP



**25TH NOVEMBER 2025
LAUSANNE**

1-1 MEETINGS



**FROM SEPTEMBER 2025
TILL JUNE 2026**

COMMUNITY ENGAGEMENT EVENTS



ONGOING

We benefit of an extraordinary Community to shape the future of the New Lifestyle Innovation Hub In Lausanne



Executive Workshop on 25th November in Lausanne

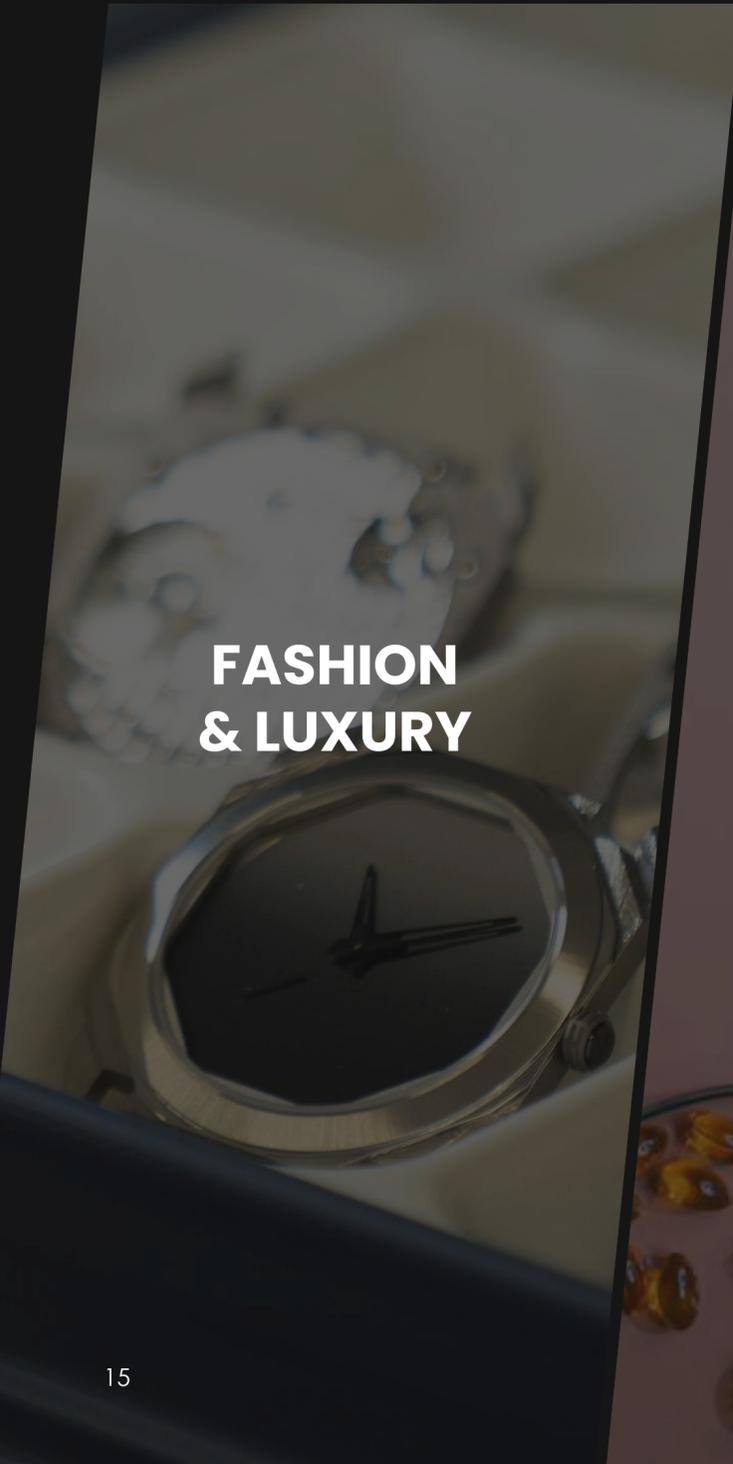
WORKSHOP PURPOSE AND GOALS

- 1 DEFINE STRATEGIC POSITIONING & INDUSTRIES
- 2 IDENTIFY MOST RELEVANT AREAS OF INNOVATION
- 3 CO-CREATE ON HUB ACTIVITIES
- 4 IDENTIFY STRATEGIC PARTNERS & SETUP UNIVERSITY COLLABORATION



Industries the future Hub will prioritize to kickoff the activities

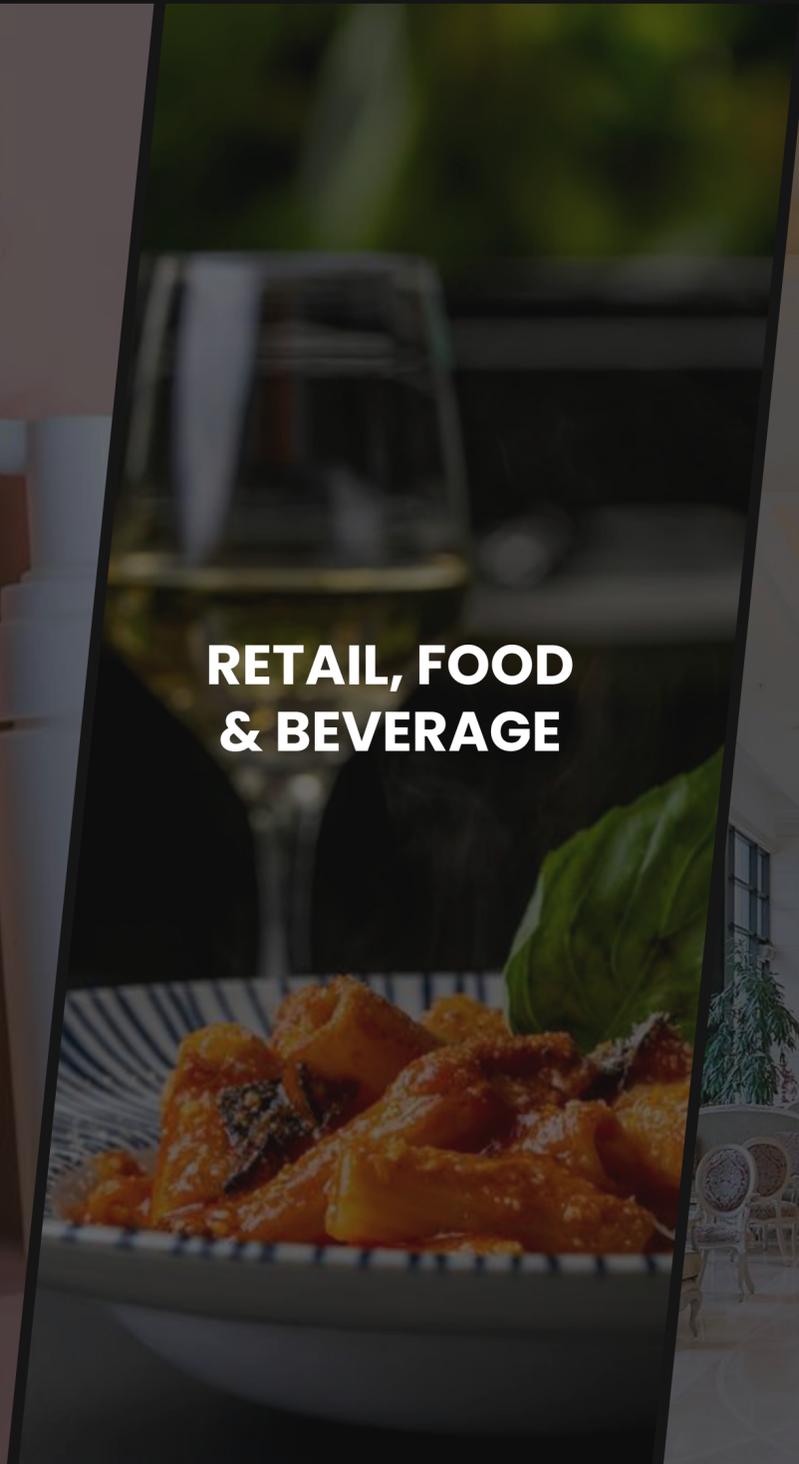
RESULTS FROM THE WORKSHOP – DRAFT



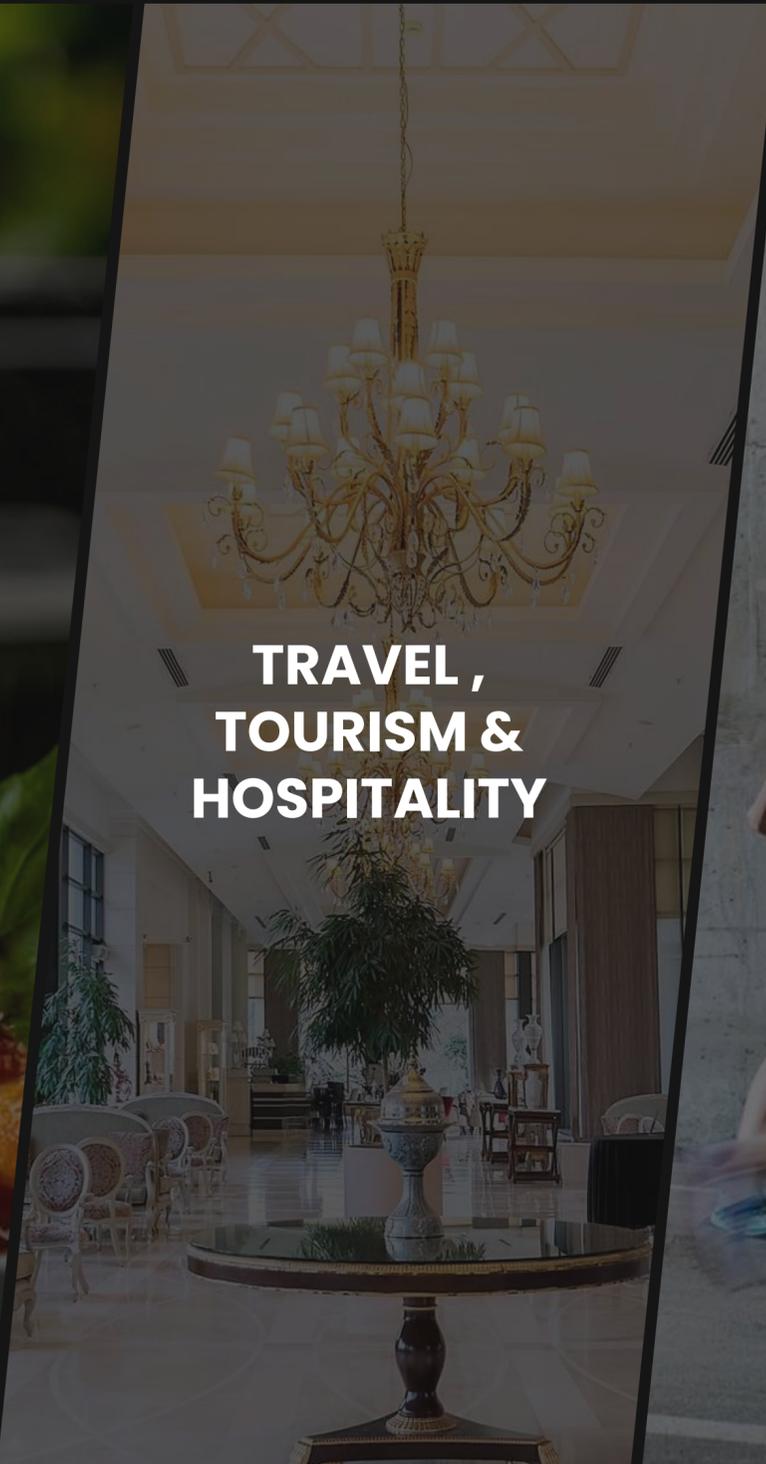
**FASHION
& LUXURY**



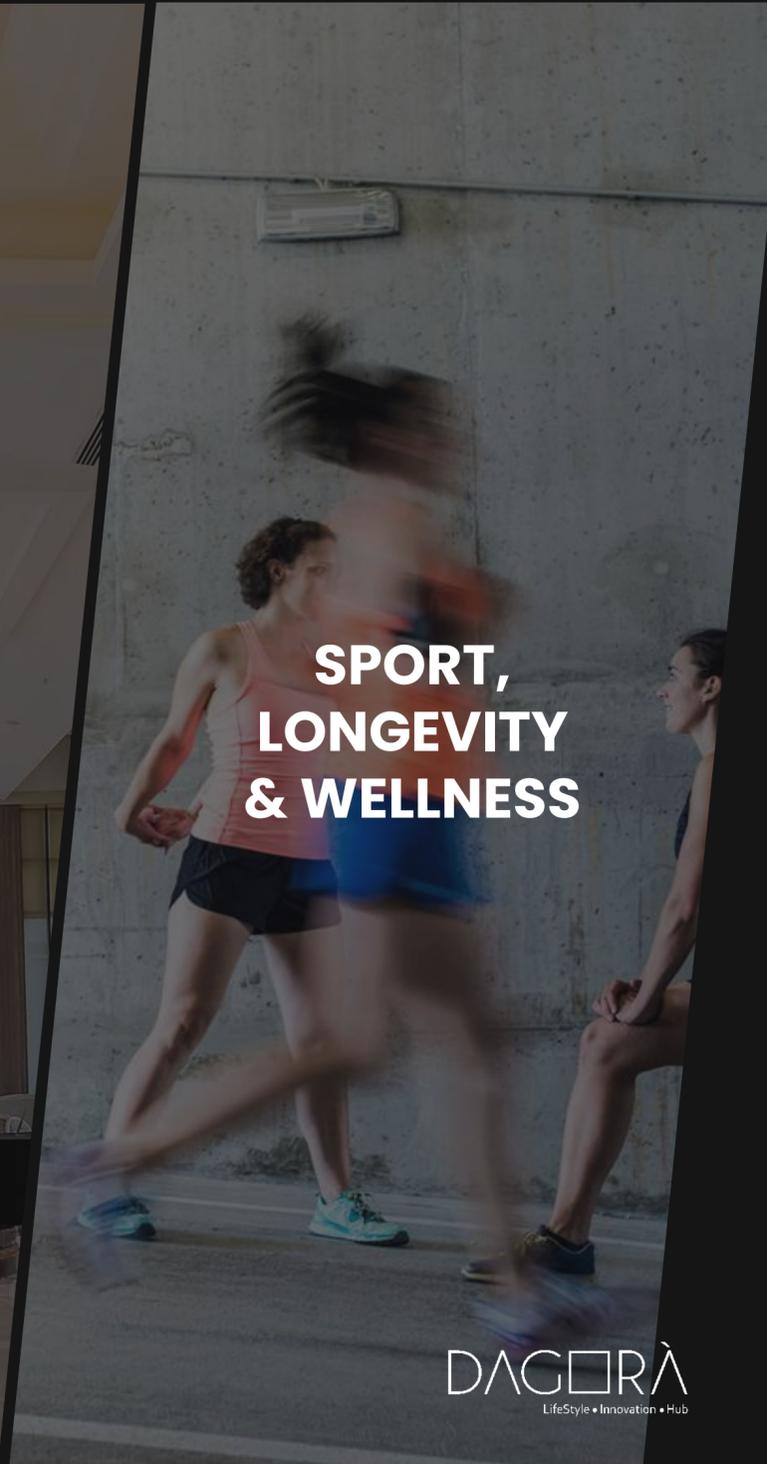
**HEALTH, BEAUTY
& COSMETICS**



**RETAIL, FOOD
& BEVERAGE**



**TRAVEL,
TOURISM &
HOSPITALITY**



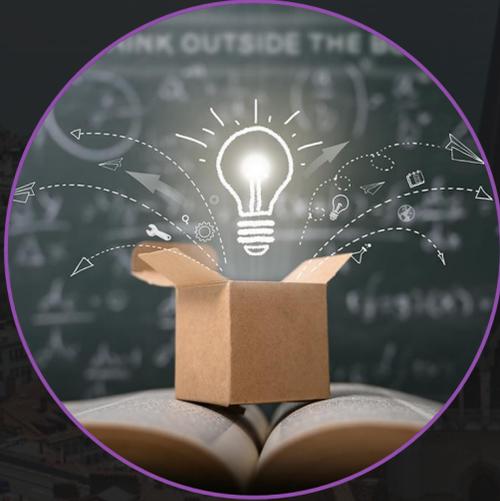
**SPORT,
LONGEVITY
& WELLNESS**

Based on the workshop results work in progress*

Activities of the future Hub



**NETWORKING,
EVENTS &
COMMUNITY
BUILDING**



**COLLABORATIVE
INNOVATION
PROJECTS & CO-
DEVELOPMENT**



**FUTURE LABS &
EXPERIMENTATION
ENVIRONMENTS**



**TRAINING,
COACHING &
BEST PRACTICE
SHARING**



**INSIGHTS,
RESEARCH &
MARKET
OBSERVATORIES**

Investor Dinner

17 Mar 2026
@Lausanne,
Hotel Palace



WORKSHOP FINDINGS & RESULTS PRESENTATION



We are working with key market players and local stakeholders to gather inputs and recommendations

CLOSED-DOOR WORKSHOP



**25TH NOVEMBER 2025
LAUSANNE**

1-1 MEETINGS



**FROM SEPTEMBER 2025
TILL JUNE 2026**

**COMMUNITY ENGAGEMENT
EVENTS**



ONGOING

STRATEGIC PARTNERS



Industry Deep Dive Luxury Innovation

DINNER & 1 TO 1 MEETING

10 Feb 2026
@Lausanne

EVENT DAY

11 Feb 2026
@EHL, Lausanne



Francesco Bottigliero

Chief of Humanistic
Technology



Angela Au-Yeung

International Innovation
Director



Matteo Atti

Global
CMO



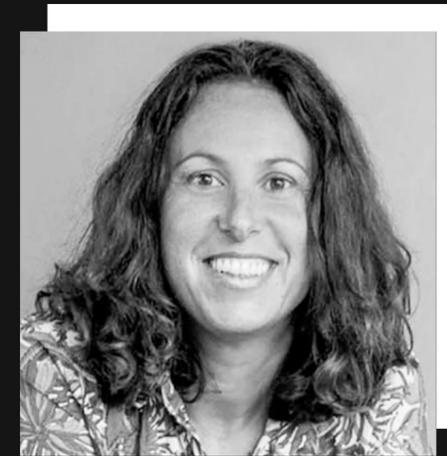
Sophie Van Guillon

Chief Executive Officer



Marcello Messina

Worldwide Head of Global
E-Business Director



Anna Maria Rugarli

Global
CMO



VIP Company Visit- Luxury

23 April 2026
@Lausanne
Audemars
Piguet Museum



Workshop Luxury

11 Jun 2026
@Lausanne



AI Training for the Luxury Industry*

9 Sept 2026
@Lausanne
& Hybrid

*Professors to be identified



Co-creation workshop IB #2

13 Oct 2026
@Lausanne

TO BE AWARDED 5 INNOVATION TEAMS
(UNIVERSITY + BUSINESS PARTNER) FOR A TOTAL
OF ABOUT CHF 150K



Fashion
&
Lifestyle



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

DAGORÀ
LifeStyle • Innovation • Hub

EPFL

eLuxury Summit

24 Nov 2026
@IMD





PHASE 2 | WORKING ON THE NEW HUB BUILDING

Scouting for the New Innovation Hub Building

A MUST-HAVE REQUIREMENTS

- Approx. 4,000 sqm total surface
- Lowest number of floors as possible
- Max 10–15 minutes walk from train station
- Integrated event and F&B; spaces

B NICE-TO-HAVE FEATURES

- Covered parking (20–50)
- Large outdoor terrace
- Representative / iconic building
- External branding opportunities



Concept of Innovation Hub



CENTRAL

Ideally located in the heart of the city, within walking distance of key business areas, cultural landmarks, and essential services.



EASY TO ACCESS

Seamlessly connected by metro, bus, and train lines to ensure convenient commuting for employees, clients, and visitors.



SUSTAINABLE

Meeting the highest environmental standards, with energy-efficient systems, waste reduction practices, and a strong commitment to carbon neutrality.



FOOD & BEVERAGE FACILITIES

Infrastructure allowing for on-site food and beverage services—such as a café, canteen, or catering area—to enhance daily comfort and networking moments.



EVENT & TRAINING FACILITIES

Dedicated spaces equipped with modular layouts and advanced technology to host workshops, training sessions, events, and external collaborations in a dynamic setting.

01.

WORKSPACES

Coworking space with flexible desks, phone booths, meeting pods. Private Offices for corporates, scaleups, or startups needing privacy.

02.

EVENTS & COMMUNITY

Event Hall with 300 people capacity, modular seating, stage, AV equipment. Training & Workshop Rooms for up to 50 people, equipped for hybrid sessions.

03.

LABS & PROTOTYPING

AI / Tech Lab & Digital Studio for VR/AR, AI projects, podcast and content production. Content Innovation Lab.

04.

NETWORKING & SOCIAL AREAS

Cafeteria & Lounge: Central hub, also accessible to external guests, a place for networking. Breakout & Informal areas.

05.

SERVICES & SUPPORT

Reception & Welcome Area, Back Office & Staff Area, Space. Technical equipment, event storage, supply room.

Concept of Innovation Hub



TECH LAB & DIGITAL STUDIO FOR VR/AR

A space to explore immersive technologies and create interactive virtual experiences.



AI PROJECTS

Developing intelligent solutions that enhance creativity, efficiency, and customer experience.



PODCAST AND CONTENT PRODUCTION

Crafting high-quality audio and visual stories that connect with audiences.



CONTENT INNOVATION LAB

A creative hub where technology and storytelling meet to experiment, prototype, and shape next-generation digital content.



BAR & CATERING

A vibrant space offering bespoke catering to fuel conversations and connections..



ROOFTOP TERRACE

An open-air haven for informal meetings, networking, and enjoying city views.



RESTAURANT

A refined dining experience designed to inspire collaboration..



EVENT ROOMS

Flexible, fully equipped spaces tailored for workshops, presentations, and immersive experiences

Would you like to join the New Lifestyle Innovation Hub initiative?



Carlo TERRENI

President at Dagorà Lifestyle Innovation Hub

carlo.terreni@dagora.ch

Mobile: +41 79 376 62 38

THANK YOU

