

The Dagorà Lifestyle Innovation Hub

Where people come first.

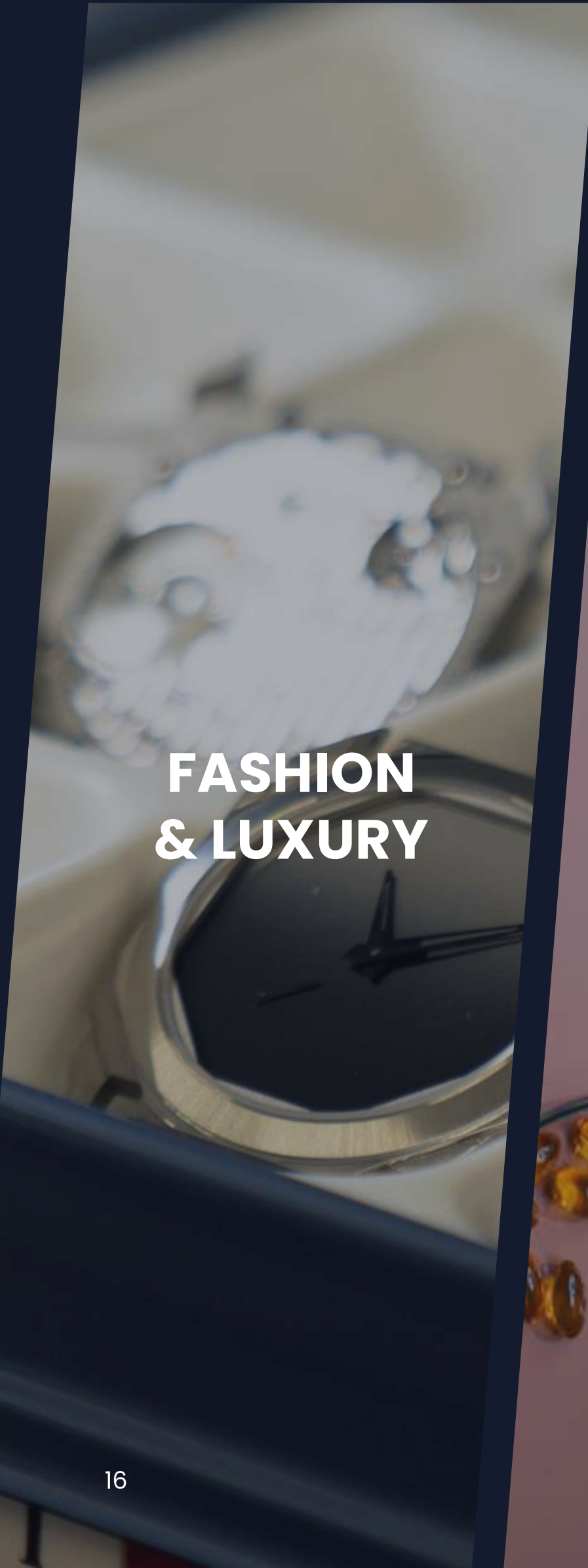
25 June 2026, Lugano



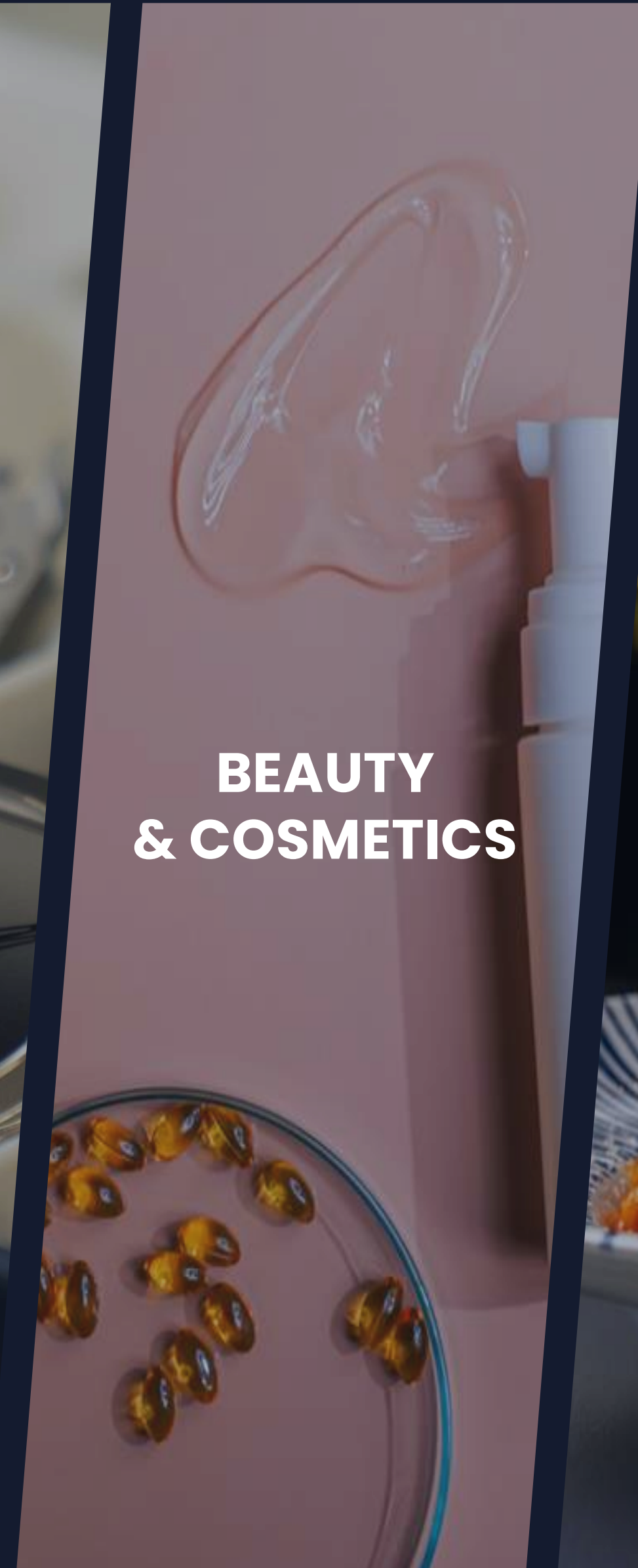
We are a **membership-based community** designed to inspire innovation, foster collaboration, and facilitate investments in the **lifestyle sector**



We Drive Innovation Across Industries



**FASHION
& LUXURY**



**BEAUTY
& COSMETICS**



**FOOD
& BEVERAGE**



**TRAVEL
& HOSPITALITY**



**SPORTSWEAR
LONGEVITY
& WELL-BEING**



**DESIGN
& FURNITURE**

Our community members



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

We connect **local research centers**, **universities**, and **institutions with investors**, creating lasting social and economic impact



Community Brand Members

FASHION

AKN GROUP

ASSOS OF SWITZERLAND

for all mankind

Fossil

GAS

GUESS

HUGO BOSS

miamily
A SWISS BRAND

O= Design

Off-White™

ogat

Palm Angels

PHILIPP PLEIN

roberto cavalli

TUCANO

SALOMON

FOOD

Emmi
GROUP

Heineken

Leone
DAL 1837

NESPRESSO

Pellegrini

UNLEASHED
Powered by PURINA Accelerator Lab

BEAUTY & COSMETICS

ALPEOR
SWITZERLAND

CLINIQUE
LA PRAIRIE

MAVEX
SWITZERLAND

VALMONT

INVESTORS

ALIANTE
SUISSE

ALPHA
SQUARE
INVEST

DESIGN

Berto
THE DREAM DESIGN MADE IN MEDA

BRUGNOTTO
GROUP

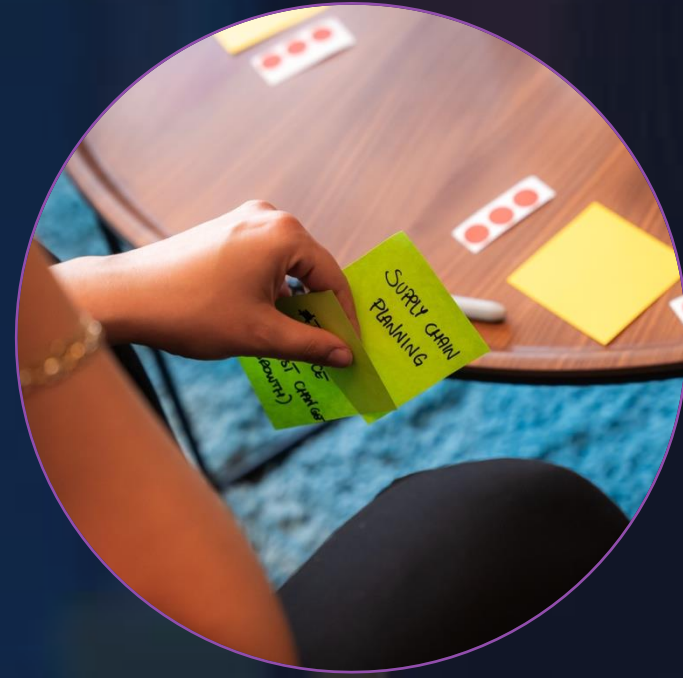
UNITED PETS
MILANO

TRAVEL

lastminute.com

MSC
CRUISES

We enable innovation & growth through



**EDUCATION
&
TRAINING***

*in collaboration with
local universities

**MARKET
RESEARCH &
INSIGHTS**

**R&D AND
START-UP
FUNDING IB**

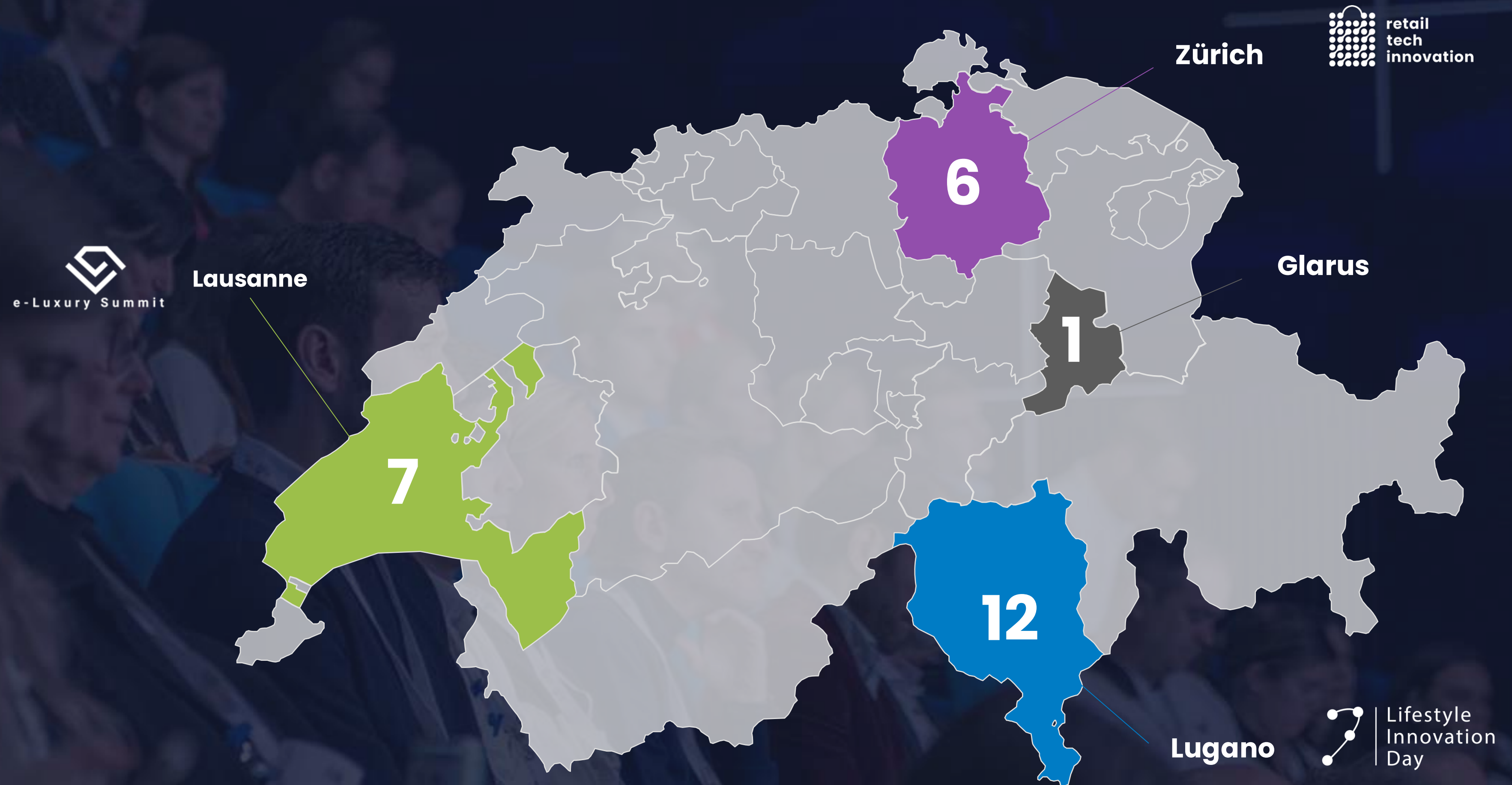
*on behalf of
Innosuisse

**OPEN
INNOVATION
& EXECUTIVE
WORKSHOPS**

**INNOVATION
HUBS &
INDUSTRY
ADVOCACY**

Our events across Switzerland

From **Zurich** to **Lausanne**, to **Lugano** our events bring together innovators, leaders and changemakers, connecting all the main **Swiss regions**



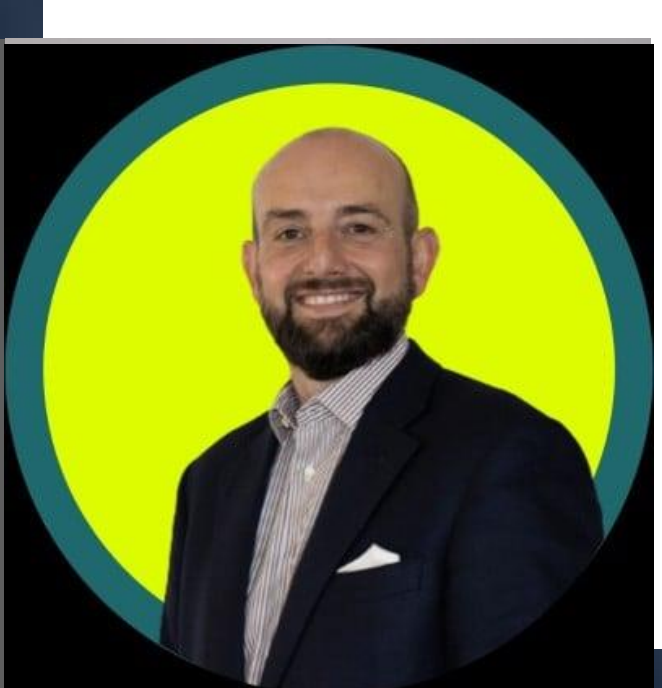
Industry Deep Dive Pet Care

10 SEP 2026
@Vevey



Jeanne Chatelle

Head of the Purina Accelerator Lab



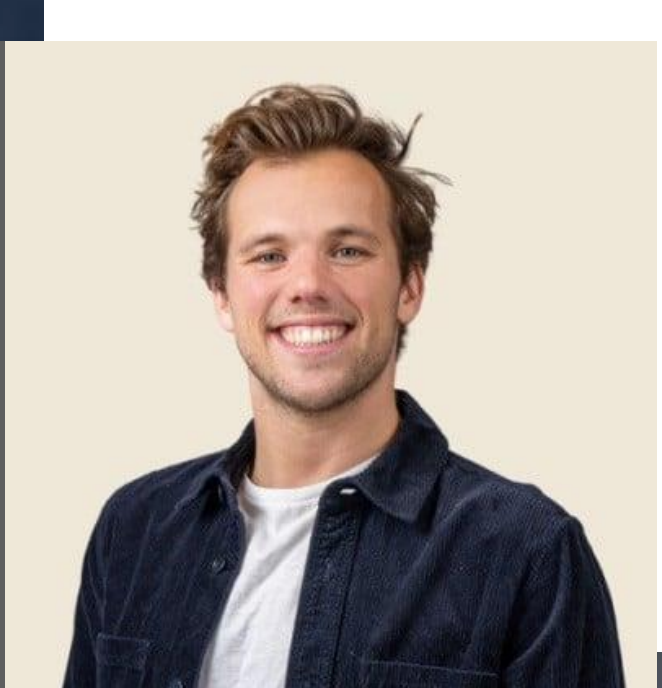
Daniel Litscher

COO



Stella Demesticha

Head of Vet & Pro Plan Business Unit EU



Frank Carlson

CEO



Cristina Rivolta

Co-Founder



Domenique P. Locher

Founder & CEO, Angel Investor, Board Member



Industry Deep Dive Beauty

17 SEP 2026
@Lugano



Valentina Pasotti

Senior Marketing
Manager



Giuseppe Francioni

International
Business Director



Luca Mazzoleni

Owner Laboratoires
Biologiques & CEO



Guido Bonadonna

Chief Executive
Officer



Chiara Venezia

Co-Founder



Issey Flueckiger

Business Development
Manager





**retail
tech
innovation**

**27 Oct
2026**

Google HQ | Zürich



250+

Attendees



130+

Brands



20+

Speakers

Organized by

DAGORÀ
LifeStyle • Innovation • Hub

Strategic Partner

**SWISS RETAIL
FEDERATION**

Hosted by

Google



SOME OF OUR 2026 SPEAKERS

27 Oct
2026
Google HQ | Zürich



**NICOLAS
GIROTTO**

Chief Commercial
Officer



**CORINNE
JÖRG**

Head of Global Retail
Strategy



**DIEGO
BARONCHELLI**

DTC EMEA



**PASCAL
COULIER**

E-Commerce
Performance Marketing
Lead



**JOHAN OLZON
ÅKERSTRÖM**

Head of Business
Development & Brand



Organized by



Strategic Partner



Hosted by



#2 Innovation Call

Co-Creation workshop IB #2

13 Oct 2026
@EPFL

Pitch Day #2

26 Nov 2026
@EPFL

TO BE AWARDED 5 INNOVATION TEAMS
(UNIVERSITY + BUSINESS PARTNER) FOR A TOTAL
300K CHF PER YEAR

JURY INVOLVED



Franck
Garnier



Simone
Pulzato

HUGO BOSS



Ioahnnnes
Bry

VAUD 



Gaelle
Devins



Maria
Pestalozza



Pascal
Guilbert



Fabio
Zecchini

lastminute.com



Thierry
Vial

 Ringier



Lydia
Schmeink

HUGO BOSS



Joël
Maibach



THE INNOVATION BOOSTER FASHION & LIFESTYLE

Fashion
&
Lifestyle



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 PROGRAM PHASES 2026

Fashion
&
Lifestyle



PHASE 0 INDUSTRY INPUT



PHASE 1 CHALLENGE YOUR IDEAS

PHASE 2 TEST, IMPLEMENT, LEARN



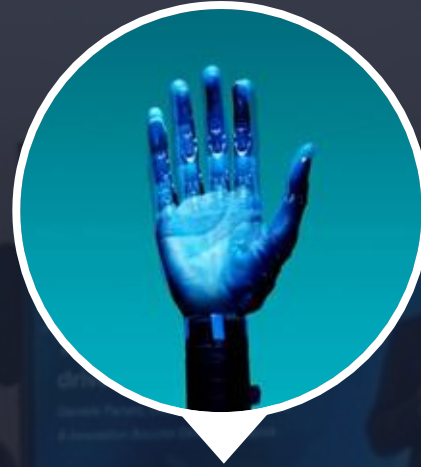
INDUSTRY WORKSHOP

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**



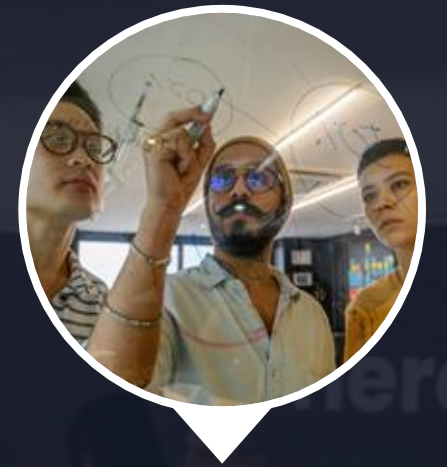
WORKSHOP "CHALLENGE YOUR IDEAS"

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



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/lessons learned, **evaluate next steps**

INNOVATION BOOSTER FASHION & LIFESTYLE

INNOVATION TEAMS CREATION

Fashion
&
Lifestyle



RESEARCH PARTNER

UNIVERSITY



IMPLEMENTATION
PARTNER

PARTNER

CO-CREATION WORKSHOP

INNOVATION TEAM
& PROJECT IDEA

28'000_{CHF}

FUNDING PER IDEA

10

IDEAS FUNDED/ YEAR

Fashion
&
Lifestyle

DAGORÀ

LifeStyle • Innovation • Hub



CALL FOR CHALLENGES

Future by Design: The New Codes of
Luxury, Sportswear and Wellbeing



Deadline: September 24th , 2026

THANK YOU



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www.dagora.ch

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