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Rencontres Internationales De la Mode Hyères 2022

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FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

ROUND TABLE

METaverse: TECHNOLOGICAL INNOVATIONS AND NEW MODELS

FRANÇOIS BOURDONCLE

Artist and Academician of Technologies



Pioneer of Big Data and search engines, François Bourdoncle co-founded the company Exalead in 2000, now a subsidiary of Dassault Systèmes. He is a member of the “Innovation 2030” commission responsible for selecting key areas of innovation for 2030 and has also for several years been co-leader of the government’s “Big Data” plan. Before that, he started his career as a researcher in theoretical computer science in France and in Silicon-Valley and taught for 15 years at the École Polytechnique and the École Normale Supérieure. He is a former student of the Ecole Polytechnique, engineer at the Corps des Mines, Doctor in Computer Science, Knight in the National Order of the Legion of Honor and in the National Order of Merit, and Academician of Technologies. He was awarded the Engineer of the Year award in 2005, in the Entrepreneur category. He now devotes most of his time to the art and development of quantum photography.

GRÉGORY BOUTTÉ

Chief Digital & Client Officer, Kering



Credits Carole Bellaïche

Grégory Boutté began his career in the consumer goods sector in the marketing department of Procter & Gamble in Paris. In 2000, he joined the new technologies industry working at the French online auction start-up, iBazar, acquired by eBay in 2001. He was then appointed Managing Director of eBay France before joining eBay Europe in 2007. In 2010, he moved to the eBay Motors and Electronics divisions in San Jose, California. In 2013, Grégory Boutté joined Sidecar, the first short-distance peer-to-peer ride-sharing platform, acquired by General Motors in 2016. In 2015, he joined Udemy, a start-up that provides 15 million students the opportunity to take online courses. In 2017, he was appointed Chief Client & Digital Officer of Kering where he heads the Group’s digital transformation and the development of e-commerce, CRM, data management and innovation. A French national, Grégory Boutté is a graduate of ESCP Europe.

CLARA CORNET

EMEA Fashion & Beauty partnerships at Meta



A graduate of HEC and the French Fashion Institute, Clara began her career in the United States, first at Opening Ceremony and then at The Webster as Purchasing Manager. She returned to France to work on the launch of Galeries Lafayette Champs-Élysées as Director of Creation and Merchandising. Since 2020, she has been in charge of Fashion and Beauty EMEA partnerships at Meta, working closely with the entire ecosystem of this industry (brands, designers, content creators) to help them get the most out of Instagram and Meta’s applications so they can unite their community in the most unique and engaging way possible.

ARNAUD GUGGENBUHL

Head of Global Marketing Insight & Image, Givaudan

After more than 10 years spent in various product development marketing positions for beauty giants including Unilever and L'Oréal that allowed him to be recognized as a global beauty expert, Arnaud Guggenbuhl joined the world of Perfumery. First at Takasago then at Givaudan, the leader of this industry. For 10 years he has specialized in the field of Fine Fragrance, being in contact with the key global groups in the sector and helping them in the construction of their strategies. Over the years, he has developed a 360° vision of the Fine Fragrance category, creating synergies between global market intelligence and olfactory perspectives. His skills cover innovation, analysis of societal changes, consumption habits and olfactory trends that he articulates to find new business opportunities and imagine the future of Fine Fragrance.

MICHAEL JAÏS

CEO, Co-founder, Launchmetrics

Michael Jaïs has been the CEO and Co-Founder of Launchmetrics since its establishment in 2016 following the merger of Augure – which he co-founded in 2002 – and Fashion GPS. Throughout his career, he has held several management positions at leading firms such as Thomson Multimedia and Accenture, as well as other founder roles with companies including ETL leader, Leonard's Logic, which was successfully sold to a subsidiary of OpenText. He holds a Master's degree from Sciences Po Paris in Economics and Finance, where he now serves as a part-time adjunct marketing professor for their Master's program, and sits on the academic board as the Programme Co-Director of MSC Affluencers and Luxury Business at the Université Côte D'Azur.

ANDREAS KAPLAN

Professor, ESCP Business School

Andreas Kaplan is a professor at ESCP, Sorbonne Alliance, and acts as an academic advisor for the Fédération de la Haute Couture et de la Mode. He has been recognized as one of the world's most-cited and impactful scientists in a study conducted by Stanford University. With several impactful articles and over 40,000 citations on Google Scholar, Prof. Kaplan has been counted among the world's top 50 authors in business and management. Andreas first researched virtual worlds and the (future) Metaverse as early as 2008. His work has been published by editorial houses such as Harvard Business Press, Oxford, and Cambridge University Publishing.

ROUND TABLE

WEB3.0: WHAT RULES FOR THIS NEW WORLD ?



VINCENT FAUCHOUX

Partner Lawyer, Managing Partner, Cabinet DDG

Vincent Fauchoux, a member of the Paris Bar since 1991, has been a partner of DDG since 1999 and a co-managing partner since 2012. He has been advising, negotiating and litigating with French and foreign groups for over 20 years, mainly in the digital, luxury and fashion sectors, as well as in the media and industry. He regularly acts on complex projects and litigation involving intellectual property issues, advanced technology legal issues and more generally business law. Vincent Fauchoux is also co-founder of the legaltech start-up BlockchainyourIP dedicated to the protection of creations and innovations through Blockchain technology, and is an involved actor in the French legaltech movement.



ISABELLE FRANCHET

Director Legal Affairs, Givenchy

Isabelle Franchet holds a postgraduate degree in European and EU law (University of Montpellier) and a postgraduate degree in European single market law (University of Paris 1). She began her career as a business law specialist within the Pechiney Group. She joined the LVMH Group in 2000 where she held various positions always within the Fashion and Leather Goods division, including that of ICTs Legal Manager at Louis Vuitton. Since 2014 she has been General Counsel for Givenchy (Couture).



INES LEONARDUZZI

President, Co-founder, Digital For The Planet, Associate Director, C•Contemporaine, Author

Associate director of the artistic office C•Contemporaine, specialized in cultural strategy and artistic direction, Inès Leonarduzzi founded in 2010 her first company in art with an immersive experience in Hong Kong. She now advises luxury houses and communities on their digital and artistic collaborations. She accompanies collectors on a daily basis in the acquisition of new works. President and Founder of the NGO Digital For The Planet, specialized in responsible digital education and ethical lobbying, and author of the economic essay 'Repair the future' (Ed. de l'Observatoire), she is included in the Choiseul ranking in 2018 and was named Franco-British Young Leaders the following year. Lecturer in France and abroad, she speaks in several universities and schools (Sciences Po, Paris Dauphine...) on the economy and women, corporate cultural responsibility and sustainability. In 2021, she did a TEDx talk at Paris-Saclay University entitled 'Repairing ecology'. In July 2022, Forbes distinguished her among the 40 most influential French women. The same year, she received the Women of Culture prize from the Minister of Culture, Roma Abdul Malak, at the Palais de Tokyo for her commitments to women and young people. A few years earlier, Capital distinguished her among the most innovative personalities and La Tribune among the economic leaders of tomorrow.



FRÉDÉRIC MONTAGNON

Entrepreneur, Co-founder, Arianee

Frédéric Montagnon is a French entrepreneur, investor and Business Angel based in New York. He first co-founded the companies Overblog, Secret Media and LGO and also joined eBuzzing as Director of Strategy. He later co-founded Arianee in 2017, a company that helps guarantee the authenticity of luxury products through a unique and unforgeable digital ownership certificate via a blockchain protocol. Involved in the development of blockchain in France and the United States, he is among the most influential French entrepreneurs on the web today.



ERIC PETERS

Deputy Head of Unit at the Directorate General for Digital Policies, European Commission

Eric Peters has been Deputy Head of the unit responsible for the implementation of telecoms regulations and in charge of the Digital Decade Task Force at DG Connect since March 2021. He is responsible for the coordination of the digital aspects of the development of the New European Bauhaus initiative. Before that, he was special adviser to the Director-General. In 2017, Eric joined the cabinet of Mariya Gabriel, European Commissioner for Digital Economy and Society, as an expert member and in 2015, he joined DG Connect in charge of Digital Single Market coordination. Previously, he was a member of the Bureau of European Policy Advisers of the President of the European Commission as an advisor on international affairs and economic matters. He was an adviser to France's Permanent Representative for the EU institutions. He worked as an administrator in the European Commission's Directorate-General for Trade and then became the diplomatic adviser of Christine Lagarde, Minister of Finance and of the Economy. He holds a master's degree in molecular and cellular biology. He is a chief engineer in rural water and forestry engineering.

ROUND TABLE

VIRTUALIZATION: WHAT OPPORTUNITIES FOR CREATION?



ALISSA AULBEKOVA & PAULA SELLO

Co-founders, Auroboros

Alissa Aulbekova and Paula Sello are the founders and creative directors of Auroboros. The science–tech couture house created by and for the next generation. Spotlighted at an early stage by the Sarabande Foundation, Auroboros is known for its pioneering approach to fashion, recently featured on the ‘Future Of’ series on Netflix. Highlighted by internationally renowned media outlets, including Forbes, Vogue, Business of Fashion, WWD, and The Guardian, Auroboros has received honourable recognition for being at the forefront of innovation, sustainability and immersive design. Named on the Forbes 30 under 30 Europe 2022: Art & Culture List and selected as mentors for Farfetch’s Dream Assembly, Aulbekova and Sello have acquired numerous accolades, having spoken together at Harvard Business School, Christie’s, Central Saint Martins, BoF Voices, WWD and Fashion Revolution events.



JONATHAN BELOLO

Co-founder, Stage 11

Jonathan is an entrepreneur with 25 years of experience in the music industry, notably with the record label Scorpio Music, which produced global hits over the last 50 years such as Village People (1977) or Mi Gente by JBalvin and Willy William, whose video has exceeded 3 billion views.

Passionate about technology, he self–taught himself dozens of programming languages over the past 20 years.

At the head of Stage11, he combines his two passions for music and technology



GIOVANNA GRAZIOSI CASIMIRO

Head of Metaverse Fashion Week

Giovanna Graziosi Casimiro is a Metaverse Producer at Decentraland Foundation and Head of Metaverse Fashion Week. She has more than a decade of experience in digital design and the XR industry. She’s traveled and lived all around the world including Asia, North and South America, and Europe. Her global exposure and comprehensive experience have led her to serve as a mentor at MIT during their Hacking Arts 2016–2018, and as a Senior Professor at SENAC University Centre, a renowned public federal University in Brazil.



RAPHAËL MAYOL

Creative Director & Co-founder, Cosmic Shelter

Raphaël Mayol has 10+ years experience in brand strategy and copywriting with a focus in luxury, retail and entertainment. He is the co-founder of Cosmic Shelter, a Web3 creative studio launched in 2022 that craft edgy & emotional brand experiences developed on screen, amplified IRL. Lecturer at Gobelins L'Ecole de l'Image on branding, he lives between Paris and Milan.



JEAN JAULHIAC

3D Designer

Jean Jaulhiac is a sportswear designer and digital fashion consultant for luxury and sportswear brands. He teaches digital fashion at Institut Français de la Mode. He helps brands rethink their creative processes and integrate design tools that are innovative, creative and virtuous. He collaborates since 2021 with the consulting office XLc. He spent 3 years at Adidas designing sportswear ranges, and helped building new 3D creative processes. His experience also includes Lacoste, Gosport, Salomon, Saint Laurent and Décathlon.