

RENCONTRES INTERNATIONALES DE LA MODE



FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

22nd



The Rencontres Internationales de la Mode are organized by the **Fédération de la Haute Couture et de la Mode** with the support of **Le DEFI**.

HYÈRES
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FÉDÉRATION
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SATURDAY OCTOBER 14th

First Round Table: 10:30 - 12:00 am

From predictive to generative AI: innovations and new models

Round table led by Karine Vergniol, Villa Noailles, Tente Pinède

Denis Bonnay, Associate professor, Paris Nanterre University

Thibaud Henriet, Founder, Awen

Michael Jais, CEO, Launchmetrics

Pascal Morand, Executive President, Fédération de la Haute Couture et de la Mode

Samuel N. Bernier, Leader Design and Innovation, Onepoint

Second Round Table: 02:00 - 03:00 pm

Generative IA: The ethical, social and legal challenges

Round table led by Karine Vergniol, Villa Noailles, Tente Pinède

Matteo Amerio, Co-founder & CEO, Navee

Laurence Devillers, Professor of Artificial Intelligence at Sorbonne Université/CRS, member of the Digital Ethics Committee, author of «Les robots émotionnels» (Eds de L'Observatoire, 2020) (Emotional Robots)

Vincent Fauchoux, Partner Lawyer, Managing Partner, Cabinet DDG

Eric Peters, Deputy head of unit in charge of strategy for the digital decade 2030

Third Round Table: 04:00 - 05:30 pm

Which opportunities for creation in the age of generative AI?

Round table led by Karine Vergniol, Villa Noailles, Tente Pinède

Eliot Barril, Head of Data Science, Louis Vuitton

Franc Cheetham, Creative Lead, Google

Mathilde Matteucci, Image & Communication Manager Coperni

Paul Mougnot, Artist and engineer

Morin Oluwole, Global Luxury Director, Meta

Video clips: **Elisha Karmitz**, CEO, Mk2, **François Pachet**, Director of the Creator Technology, Spotify

Denis Bonnay, Associate professor, Paris Nanterre University

Denis Bonnay is an associate professor in philosophy at Paris Nanterre University. A former student at Ecole Normale Supérieure in Paris, he graduated in mathematics and philosophy and holds a PhD in logic from Sorbonne. He is the author of several papers in international journals on a variety of topics ranging from philosophy of logic to predictability of online behaviour. His current work focuses on the philosophy of machine learning and AI, regarding how AI invites us to rethink human capacities (“Can Machines Really See?”, Astérion, 2021) as well as applications of large language models in social science (with R. Bach et al. “Understanding Political News Media Consumption with Digital Trace Data and NLP”, Journal of the Royal Statistical Society, 2022). Denis Bonnay is teaching on philosophy, fashion and AI at Paris Nanterre University, and also at the Institut Français de la Mode since 2022. Last year, he tutored IFM students into realizing AI generated imaginary silhouettes embodying the trends and spirit of Paris Fashion Week. He is also working as a consultant in AI applications to the understanding of human behaviour and attitudes for various companies in the Market Research industry, including the development of a ChatGPT-based research assistant.

Thibaud Henriët, Founder, Awen

A graduate of Sciences Po Paris, Thibault Henriët became an assistant to contemporary artists in New York, responsible for the production and distribution of multimedia works, as well as collaborations in the cultural and creative industries. He then set up a digital platform to foster collaboration between artists, museums, galleries and collectors. Following this experience, he joined Moda Operandi, a New York-based scale-up, as director of operations in France. In autumn 2022, he was invited to an entrepreneurial residency at Station F, where he combined his passion for creation with the possibilities of technology. He creates awen: your digital assistant to help you generate, develop and share your best ideas.

Michael Jais, CEO, Launchmetrics

Michael Jais 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.

Pascal Morand, Executive President, Fédération de la Haute Couture et de la Mode

Pascal Morand is the Executive President of the Federation de la Haute Couture et de la Mode. He is Professor Emeritus at ESCP Business School and a member of the French Academy of Technologies. He has been Dean of the Institut Français de la Mode (1987- 2006), Dean of ESCP Business School (2006-2012) and then Deputy General Director of the Chambre de Commerce et d'Industrie Paris Ile de France (2013-2015). Pascal Morand advised the Moroccan Textile and Clothing Industry (2002-2006) and was entrusted by Christine Lagarde, then Minister of the Economy, with various missions respectively dealing with Globalization, Innovation and Accounting Standard (2006-2010). His articles and publications deal with innovation and design, as well as the relationships between Economy and Culture. His latest book, Le Moment Viennois ; Chroniques de la modernité à l'époque de la Sécession viennoise (2021), highlights how the great actors of the Viennese Seccession prefigured our modernity.

Samuel N. Bernier, Leader Design and Innovation, Onepoint

Samuel N. Bernier has been Design Leader at onepoint since 2016. Originally from Quebec, Samuel trained as an industrial designer at the Université de Montréal and ENSCI Les Ateliers (Paris). During his studies, Samuel was awarded the Médaille du Gouverneur and Lauréat Forces Avenir for his commitment. He became Creative Director of the FabShop company in 2012, and is now involved in a wide range of activities: author of books on Industry 4.0, workshop leader at the Domus Academy in Milan, speaker on the theme of «Makers» for TEDx and many others. Several of his 3D printing projects have been included in exhibitions from New York to Shanghai, and one series (IKEA Hack) has entered the Collection Nationale D'Arts Plastiques. Over the last few years, Samuel has been focusing on the subject of generative AI in the creative professions, working with a number of companies in the luxury goods and cosmetics sectors.

Matteo Amerio, Co-founder & CEO, Navee

Matteo Amerio, 30, is the CEO and co-founder of Navee, a Paris-based technology company revolutionizing online brand protection. The company has won numerous awards, including StationF's Future40, LVMH's Innovation Award for Data and AI, Centralesupelec's AI Award, and has been a finalist in the Andam Awards. Prior to Navee, Matteo studied at ESCP Europe, where he was President of JET, the school's Junior Enterprise, and at Stanford's StartX. Between two continents, he honed his skills at Bain and Company in Milan, advising fashion moguls, while diving deep into the realm of AI with Riminder in Palo Alto. In the buzzing hallways of StartX, Matteo crossed paths with French researcher, Mathieu Daviet. Side by side, they delved into the widespread issue of online frauds and counterfeit listings striving for a solution. For Matteo, this wasn't uncharted territory. The grandson of textile artisans, he was raised from a young age to value quality and authenticity, and quickly realized the importance of preserving craftsmanship and heritage online. Upon returning to France, he and Mathieu co-founded Navee, a DeepTech startup that provides brands with powerful tools to effectively combat counterfeiting. How? Navee pioneered the use of reverse image search for brand protection, as well as advanced clustering technologies to shed light on the networks lurking behind online counterfeiters. At the Festival International de Hyères, Matteo will present the many possibilities offered by AI, particularly as a tool at the service of brand ethics and their empowerment.

Laurence Devillers, Professor of Artificial Intelligence at Sorbonne Université/CRS, member of the Digital Ethics Committee, author of «Les robots émotionnels» (Éds de L'Observatoire, 2020) (Emotional Robots)

Laurence Devillers is Professor of Artificial Intelligence at Sorbonne Université, and heads a research team at CNRS-LISN (Paris-Saclay) on «Affective and social dimensions in oral interaction» (over 200 publications, research h-index: 43). She is also responsible for the HUMAINE AI Chair: HUman-MAchine Affective Interaction & Ethics. Her research interests include emotion detection in audio and language, nudge strategies, machine learning, deep learning and transformers, conversational agents and social robots, and ethical issues. She is a member of France's National Digital and AI Ethics Committee (CNPEN). She is also responsible for an AFNOR/CEN_CENELEC JTC21 working group on AI standards. She is also President of the Blaise Pascal Foundation for mediation in mathematics and computer science. She is the author of several books, including «Des robots et des hommes» (Plon 2017), «Les robots émotionnels» (Eds de L'Observatoire, 2020).

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 from 2012 to 2023. 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.

Eric Peters, Deputy head of unit in charge of strategy for the di- gital decade 2030

Eric PETERS: has been Deputy Head of 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.

Eliot Barril, Head of Data Science, Louis Vuitton

Eliot currently holds the position of Head of Data Science at Louis Vuitton. For several years now, he has been establishing the practice of data science within the company, thereby contributing to the integration of artificial intelligence throughout the value chain of Louis Vuitton, whether supply chain optimization, or enhancing the customer experience. Previously, Eliot gained several years of experience in the insurance industry at Generali France, where he was the very first data scientist in the company. He thus introduced a fresh perspective to data usage through innovative approaches. In addition to his professional expertise, Eliot has shared his knowledge by teaching data science and artificial intelligence for several years at renowned engineering schools such as ENSAE and EISTI. Holder of an engineering degree from Télécom Paris and a Master in Data Science from Polytechnique, Eliot has a passion for the luxury industry. For several years now, he has also been exploring the realms of generative artificial intelligence, starting with Generative Adversarial Networks (GANs) and naturally progressing towards the new approaches that emerged in 2022: transformers, diffusion models, and more.

Franc Cheetham, Creative Lead, Google

Franc leads creative topics for Google's top luxury advertisers in France, melding over 20 years of industry expertise in creative innovation with his position within Creative Works. His adept knowledge of Google's creative toolkit has enabled the development of impactful and compelling creative projects, significantly influencing both local and global markets. Franc is especially recognized for his pioneering integration of AI technology into varied ventures. He helped design an AI tool for the fashion industry to understand material's environmental impact and worked alongside Louis Vuitton on the AR Travel Book, utilizing Google Lens to redefine the book experience. In partnership with the NBA, Franc helped introduce AI to enhance fan experiences with personalized 3D avatars reliving game highlights. With a discerning eye on the growing potential of Generative AI, Franc navigates through innovative methods of digital storytelling and experiences, shaping the future of creativity and interactive design one step at a time.

Which opportunities for creation in the age of generative AI?

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Mathilde Matteucci, Image and communication Manager, Coperni

Mathilde Matteucci is a versatile professional in the fields of fashion, design, and 3D art. She graduated from the DSAA program at École Duperré in 2020 and has worked at Givenchy, contributing to the brand's image, and at Villa Noailles for the Hyères and Design Parade festivals. Currently, she holds the position of Image and Communication Manager at Coperni since 2021.

Paul Mougnot, Artist and engineer, Weekgio

Entrepreneur, ingénieur et artiste, Paul Mougnot est le directeur des opérations de stablertech, une start-up spécialisée dans l'extraction de données industrielle. Il est également co-fondateur de bem.builders qui aide les entreprises à déployer des expériences dans les univers virtuels. Enfin, au sein de son projet artistique aurèce vettier, Paul étudie comment algorithmes de pointe -notamment d'intelligence artificielle- et métiers d'art peuvent être combinés afin de créer un écosystème hybride. Précédemment, il fut le co-fondateur de daco.io, rachetée par vente-privée, une solution de benchmark digital par intelligence artificielle qui analyse et étudie, en temps réel, l'environnement concurrentiel à 360° des marques de mode. Diplômé de Supélec et de l'ESCP Business School, il a débuté sa carrière comme consultant en direction générale chez Advancy. Immérgé dans le monde de l'innovation technologique au service de la mode, il intervient à l'Institut Français de la Mode sur des sujets liés à l'innovation digitale et la culture numérique.

Morin Oluwole, Global Luxury Director, Meta

Morin Oluwole is a luxury industry thought leader in digital transformation, business development and innovation. As Director & Global Head of Luxury at Meta (Facebook/Instagram/WhatsApp), she leads the global luxury division and has managed multiple product and business teams within the company for the past 17 years. She was formerly Chief of Staff to the CMO, where she developed business strategies for global brand partners. In her prior roles, she led Product Marketing and Public Content Partnerships for the fashion and luxury sector. Prior, she led management consulting at Sachs Consulting in New York. Morin is also on the Board of Directors of Biologique Recherche and on the Innovation Council for One&Only Resorts. She was born and raised in Nigeria, speaks four languages (English, French, Spanish and Yoruba) and has lived in the US, UK, and Nigeria. Morin holds a BA and MA from Stanford University in Human Biology and Sociology and an MA in Management from Columbia University. She was a Bill Gates Millennium Scholar and received the Stanford Dean's Award for Academic Excellence - both for 5 consecutive years.

Video clips:

Elisha Karmitz, CEO, Mk2

Elisha Karmitz, a leading figure in the world of cinema and media, has been Chief Executive Officer of the mk2 Group since 2014. He joined mk2 in 2006 as Director of Publications and Publishing for the TROISCOULEURS newspaper, dedicated to creative and innovative cinema. Under his leadership, mk2 Multimedia was born in 2008, followed by mk2 Agency in 2012, an agency specialising in audiovisual communications, content creation and events. In 2016, Elisha Karmitz created mk2 VR, the first permanent space dedicated to virtual reality in Europe. In 2019, mk2 Agency became MK2+, a consulting agency and creative studio focused on emotional experiences. In 2020, it launched mk2 Institut, a platform for dialogue with artists, authors and researchers. Finally, the Paradiso concept, created in the early 2010s by Elisha and Nathanaël Karmitz, has revolutionised the cinema experience with unique events including the famous Cinéma Paradiso and the opening of the Hotel Paradiso in 2021.

François Pachet, Director of the Creator Technology, Spotify

François Pachet is director of the Spotify Creator Technology Research Lab, where he designs the next generation of AI-based tools for musicians. With the label Flow Records he released Hello World, the first music album composed with artificial intelligence. This album is the result of the collaboration between AI, Benoit Carré aka SKYGGE and many other musicians. Prior to Spotify, François Pachet has been director of the SONY Computer Science Laboratory Paris. At SONY he set up a music research working on interactive music listening, composition and performance. There he conducted the ERC-funded Flow Machines project during which he developed technologies for style imitation under user constraints. This project produced the first mainstream music title: "Daddy's car". François is also a guitarist, and composed and published several albums. His latest book Histoire d'une oreille is an augmented book about how a musical ear develops through music listening.