

## READY TO WHERE? – FASHION'S NEW DIALOG

Programme

SA 21 JUNE 2008

The conference will be held in English

### High and Low-end Pricing:

#### Low-end, Middle and Niche-markets and the increasing dialog between segments.

Moderation

Beatrice Hirt  
Mark Harvey

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9.30 Opening

Vera Kockot  
Co-Director Design2context

9.40 Introduction

Prof. Ruedi Baur  
Director Design2context  
in Dialog with  
Beatrice Hirt  
Head of Project

Radical shifts in the fashion system

9.50 Keynote

Otto von Busch

"Hacking" the flows in the fashion  
operating system

Audience participation

10.30 Introduction  
Interviews

Mark Harvey  
Beatrice Hirt with  
Susanna Lau "Stylebubble"  
and Sybille Steindl "Hopehope"

Blogging in the name of the Goods vs  
non-aligned for niche market

Audience participation

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11.15 Break

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### Future communication:

#### Blogging vs Print Media, Eyeballs live (Catwalk-Shows) vs e-media - and combinations thereof.

12.00 Keynote

Antonia Leslie

Designing new fashion imagery  
for tomorrow

Audience participation

"kctv.co.uk"

12.45 Discussion

Beatrice Hirt with Antonia  
Leslie, Samy Liechti "Blacksocks"  
Virginie Biffi "MyPlayground"  
Erika Zelic "Maud"

Class goes channels

Audience participation

13.30 Block Forum

Mark Harvey with  
Roger Fischer "Kaywa", Otto  
von Busch, Erika Zelic et al.

Opinions and predictions

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14.30 Closing

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