

e-P summit relaunches on virtual space and omnichannel

The yesterday's event of Pitti Immagine has collected the testimonials of players like Google Cloud. Among the themes addressed were augmented reality and the social challenges of Facebook and Instagram

by Matteo Minà (Florence) _ 06/05/2022

Omnichannel strategy and metaverse. But also new digital technologies to support the fashion supply chain. These are some of the themes addressed during the course of the second day of the e-P summit, the annual event of Pitti Immagine dedicated to the relationship between fashion and the digital world, featured in Florence until yesterday. Roberto Acquaviva, sector lead fashion, e-commerce and travel of American colossus Meta, spoke about the metaverse and the coming challenges of Meta, headed by Mark Zuckerberg and which controls Facebook and Instagram. "A true metaverse does not exist yet, but interest is very high, so much so that we have seen a



+700% increase in conversations on our platforms. The coming years will serve to clarify, but we already know that the founding elements will be presence, persistence, or rather the continuity of experience, perhaps with a physically purchased products, and interoperability."

Acquaviva then added: "The challenges regard the creation of increasingly immersive platforms, with two-thirds of consumers who already want to try products without leaving their homes. And then, attention to the use of client data, with the important matter of privacy. Two cases out of the rest, the new Apple policy and the fact that Google is bringing an end to the use of cookies." Laura Fornaro, fashion enterprise account executive of Google Cloud Italia, spoke about one of the hottest topics regarding purchases. "Today, multi-channel strategies truly exist, and the challenge for fashion brands will be, on one hand, the optimization of the supply chain for delivery required by online sales, to repeat the in-store experience. On the other hand, is the integration into the various e-commerce sections of search engines like Google, because searches for specific products on sites are becoming increasingly frequent."

Among the new features present in the exhibition space of the event, Hyphen-Truck, a true digital content factory on wheels powered by solar energy, fruit of 20 years of experience of the Hyphen Group. The company, specializing in the digital transformation of luxury fashion, with estimated turnover of 15 million euros already this year, after an increase of +14.6% in 2021, closed out at 12.5 million euros, has chosen the e-P summit to launch a solution to simplify and streamline the entire content life-cycle. Offering the possibility of having everything necessary in house to produce and distribute one's content on any digital platform, optimizing timing and costs to meet the needs of even less structured companies. (reproduction rights reserved)