

**PRESS RELEASE**

**INTESA SANPAOLO STARTUP INITIATIVE DEDICATED TO FASHION AND DESIGN**

- The event was organised in cooperation with Fashion Technology Accelerator and Miroglio Group
- The ‘Global Fashion Technology Trends Report’, produced in collaboration with Fashionbi on the global scenario of sector startups, was presented.
- **Wood-Skin** is granted access to **Decoded Fashion 2016**, an international fashion event scheduled in Milan this November

*Milan, 29 September 2016* – **The Intesa Sanpaolo StartUp Initiative dedicated to young and promising Fashion & Design talents was held today at Palazzo Besana.** It was the 93rd edition organised by the international acceleration platform developed by the Bank and, specifically, the fifth dedicated to companies in this sector.

The partners of the event were **FTA Accelerator** - a consultancy company that encourages the acceleration of innovative startups operating in the intersection between fashion, retail and technology - and **Miroglio Group** – a prominent Italian industrial company engaged in the textile and fashion sectors since 1947, leading in the production of printed fabrics in Europe. The two companies carried out the scouting/screening activities, providing support to the competing StartUps and to the organisation of the event, by involving potential industrial partners and investors.

The stars of today’s event were seven technological startups that have also been assessed according to shared criteria and metrics - like the originality and defensibility of the idea, the size of the reference market, the team’s skills, etc. - in order to award the free access to the Italian Edition of the prestigious **Decoded Fashion 2016**, the first international platform of events dedicated to Fashion Tech, scheduled for this November in Milan. **Wood-Skin**, which has received the best reviews and ratings, will take part in this event, that will reward the best Startup that uses digital media to support fashion. Wood-Skin’s product is composed of a textile sandwiched between two rigid construction materials layers. Once glued together, the two surfaces may be flexed away from rigid form.

During the day the ‘Global Fashion Techonology Trends’ report was presented, which examines the global scenario for the startups in the sector. The study, carried out by **Intesa Sanpaolo Innovation Center** in cooperation with **Fashionbi**, highlights the latest technological developments that have an impact on the fashion industry. In particular, this edition focuses on omni-channel marketing and on wearables, combining data and market outlooks with concrete examples of application.

*For information*

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