



MAGNETIC  
LATVIA

Date: JANUARY 25

Venue: ZOOM

Topic: Virtual - A hands-on approach of exploring virtual fashion use cases as a door opener to many of the challenges facing the fashion industry today.

## VIRTUAL FASHION by Felix Wigand

### Program

**11.00 – 12.00**

**1) Virtual development during the last years - what has changed?**

Hypothesis: Now is the time to apply virtual fashion for improving sustainability, customer experience and loyalty.

**2) Status Quo - what is the status of virtual fashion engagement by brands?**

Hypothesis: PR stunts don't create a virtual fashion fundament.

**3) Insights - Virtual's approach to manage the ecosystem of virtual fashion use cases**

Hypothesis: Explorative trial and error is needed to find a customized approach for a brand's virtual fashion use cases.

Hypothesis: Virtual fashion uses cases require constant monitoring and engagements.

Language: English

Registration [here](https://magneticinkubatori.typeform.com/to/j1mcOKT0)  
<https://magneticinkubatori.typeform.com/to/j1mcOKT0>

ZOOM link will be send out to all registered participants before the event.

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