



Conversations on Digital Fashion Communication



Digital Transformation within Fashion. The Case of 7 For All Mankind

**Monday,
8 November 2021
18.30 – 20.00**

**Auditorium
West Campus
Lugano**

Entrance is free

For more information
and to register:
mdfc@usi.ch

Organized by the
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the LifeStyle-Tech
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**A Covid Certificate
will be required
and checked
at the entrance**

Fashion is undergoing a major digital transformation, which is touching all its facets, layers, and processes. The fashion industry has not been exempted from the impact of digitalization, which has transformed the field through the use of new information and communication technologies (ICTs) – which can be referred to, in short, as “digital fashion”:
ICTs are used to design, produce, and distribute fashion products;
ICTs impact marketing and sales;
ICTs are extensively used in communication activities with all relevant stakeholders and contribute to co-creation in the fashion world. This conversation will focus on how 7 For All Mankind is shaping and has been shaped by the digital transformation.

7 For All Mankind has been founded in Los Angeles, California in 2000 to fill a gap in the contemporary denim market and it has been a denim go-to since the turn of the millennium. The brand has a clear international outlook: it is present across the world with over 100 stores in North America, Europe, Asia and the Middle East.

The conversation on the digital transformation of 7 For All Mankind will be held by Francesca Toninato. Francesca is currently Global CEO of 7 For All Mankind. She joined the brand in January 2018, and she has been leading it as CEO ever since, first in the EMEA region and more recently globally, shaping its new path after its acquisition by Delta Galil Industries. During the previous 8 years, Francesca held various leadership positions at Diesel. Prior to joining the fashion industry, Francesca was a Senior Engagement Manager at McKinsey & Co. where she served a wide variety of clients. Francesca holds a degree in Business Administration from Bocconi University in Milan and a bilingual MBA from IESE Business School of the University of Navarra (Spain).

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