



# Conversations on Digital Fashion Communication



# Conversations with Philipp Plein: Fashion between the physical and the digital realm

**Tuesday,  
9 April 2024  
18.00 – 19.30**

**A-11  
Red Building  
West Campus  
Lugano**

The event is open  
to the public and  
the entrance is free.

For more information  
and to register:  
[mdfc@usi.ch](mailto:mdfc@usi.ch)

Organized by:  
Master in  
Digital Fashion  
Communication  
[www.usi.ch/mdfc](http://www.usi.ch/mdfc)  
and  
Master in  
International Tourism  
[www.usi.ch/mt](http://www.usi.ch/mt)

Philipp Plein is a German fashion designer and entrepreneur, who has founded the Philipp Plein International Group, headquartered in Lugano, encompassing the following brands: Philipp Plein, Plein Sport, and Billionaire.

Philipp Plein has been an early and extensive adopter of digital media to communicate, market and sell his products and lifestyle. For example, in 2022 he took a great leap into the Metaverse: in Decentraland, the company purchased a plot of land, built the Plein Plaza, and was the first designer to launch an exclusive collection of digital wearables. One year earlier, in 2021, the company became the first major fashion group to accept more than 20 different cryptocurrencies as payment in its stores and on its websites.

Fashion is not only present on glamorous runways and vibrant catwalks, but it is part of our everyday life and lifestyle; our clothes accompany us wherever we go: this is why it has been strongly linked to and studied with traveling and tourism. Leveraging on this connection, Philipp Plein will shortly open his first hotel with a restaurant, bistro, and a club bar within Palazzo Melzi d'Eril in Milan (Italy).

Join us for a conversation with Philipp Plein, who will give insights into his universe that dares to push the boundaries of fashion both in the physical and in the digital realm.

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