



# MILAN SUMMIT 2016

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## Decoded Fashion Milan 2016 presented by e-PITTI.com The Fashion Pitch - Rules & Regulations

### 1. Themes and Objectives

This initiative is addressed at start-ups that propose solutions based on technology or digital media relevant to the fashion industry. These solutions should regard at least one of the following stages of the supply chain: product development – including research, design, product sizing, and pattern making – production, and commercialisation of fashion goods.

The goal of The Fashion Pitch is to give value to inventive projects by emerging entrepreneurs within the digital and fashion sphere, which are capable of bringing innovation to the industry.

### 2. Eligibility

The Fashion Pitch is open to all international start-ups with a solution relevant to the points stated on point 1.

### 3. How to Participate

All candidates must complete the online entry form and accept the rules and regulations found at <http://milan.decodedfashion.com>. Application will only be accepted in English, and should be submitted online no later than October 10, 2016 at 8.00 am GMT.

### 4. Board Panel and Jury

The Board is composed of head representatives of Pitti Immagine, FieraDigitale, Decoded Fashion, Gruppo Miroglio and Fashion Technology Accelerator.

The jury is composed by some members of the board and key operators of the fashion industry (producers, distributors, retailers, and representatives of the press).

### 5. Selection Process

The Board Panel will make the first selection of candidates, identifying the start-ups that will enter the final phase of the competition. Pitti Immagine, FieraDigitale, Decoded Fashion, Gruppo Miroglio and Fashion Technology Accelerator reserve the right to exclude projects not in line with the relevant themes or that fail to comply with the rules and regulations. Publicly offensive projects will not be accepted.

The finals will be held on November 15-16, 2015 during Decoded Fashion Milan. Within October 23, 2016, a maximum of 8 (eight) finalists will be selected by the Board. This will be publicly announced on November 3, 2016.

The selection will be communicated to finalists by e-mail, where they will be requested by the Board to commit to presenting themselves at Decoded Fashion Milan at required times, under their own expenses (participants are responsible for their own transportation and accommodation).

### 6. Evaluation Criteria

The evaluation of projects, in conformance with article 3, will be carried out by the Board and based on the guidelines defined in article 5.



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In particular, the projects will be evaluated on the capabilities present in the following criteria:

- Innovation, originality and relevance of the project;
- Concrete feasibility of the business;
- Speed to enter the market;
- Composition of the Management Team.

During the event, following the presentations of all projects, the jury will indicate in its sole discretion 1 (one) or more winners, with a maximum appointment of 3 (three) winners.

## 7. Prizes

The winner or winners will be awarded the opportunity to be part of a special Mentorship Programme with Gruppo Miroglio, built specifically for their needs.

Pitti Immagine, FieraDigitale, Decoded Fashion, Gruppo Miroglio and Fashion Technology Accelerator reserve the right to also launch promotional events and communication as they see fit, in order to enhance and sustain contact between the winner (or winners) with the market. They also reserve the right to the eventual organisation of communication activities regarding the entire group of participants of The Fashion Pitch.

## 8. Notes

Pitti Immagine, FieraDigitale, Decoded Fashion, Gruppo Miroglio and Fashion Technology Accelerator have the authority to use the material sent in by applicants in any legal form, free of charge, citing the relevant author.

Each candidate participating in **The Fashion Pitch** unbinds Pitti Immagine, FieraDigitale, Decoded Fashion, Gruppo Miroglio and Fashion Technology Accelerator from any responsibilities, vindications or claims on behalf of those presenting, and from all costs and obligations of any nature that must be sustained due to published content.

Moreover, each candidate assumes full responsibility for copyright issues and obligations of the content being presented. Thus, no responsibility is imputable to Pitti Immagine, FieraDigitale, Decoded Fashion, Gruppo Miroglio or Fashion Technology Accelerator.

Participation to **The Fashion Pitch** foresees the agreement of all aforementioned terms present in the rules and regulations.

## 9. Privacy

The use of personal information collected throughout the course of **The Fashion Pitch** comprises with the norms of the administrative order 30 June 2003, n.196 of Italian law. **The Fashion Pitch** is a promotional activity excluded from "prized manifestations" (art. 6, 1<sup>st</sup> clause of the dpr 26 October 2001, n.430 of Italian law).