

The fashion industry is reinventing itself for the new era – that of digital, mobile and connected creativity. We invite you to join the debate about the digital future of fashion capitals as global leaders in trend setting and creative design.

INSEAD BUSINESS CASE STUDY INAUGURATION
FASHION FORWARD DUBAI:
DIGITALLY TRANSFORMING THE FASHION INDUSTRY?

June 7th, 19h – 21h

Amphi B, [INSEAD Europe Campus](#),
Boulevard de Constance, Fontainebleau

The very first business case study on the digital future of fashion capitals will be presented by Prof. Felipe Monteiro, Ramzi Nakad (FFWD) & Katia Kachan (INSEAD RCLG Alumni NAA UAE).

The rise of **social media** has sent the fashion industry into a complete overhaul, with immediacy and **instant gratification** becoming the name of the game. Fashion brands, on top of providing **sustainable** and **authentic** designs, must think today more like **tech companies**, on how **consumers want to engage** with them. There was a time when people looked to fashion weeks and fashion magazines for the latest trends, but this is no longer the case. Today, consumers **dictate what they want**, and companies respond.

FFWD, in cooperation with INSEAD Academia, investigated a possibility of fashion weeks to become **consumer-centric**, by adopting a **B2C approach** and evolving into fully integrated offline and **online fashion platforms**, versus their current physically limited bi-annual event [manifestations](#).

We invite you to discuss an opportunity of creating an **global community** of designers and consumers centred on **emerging brands** and **sustainability**, while enabling direct communication and sales channels between the designers and their customers.

RSVP TO KATIA.KACHAN@INSEAD.EDU

Felipe MONTEIRO

INSEAD

Strategy Professor & Academic Director, Global Talent Competitiveness Index (GTCI)

During four consecutive years (2014-2017), Professor Monteiro received the INSEAD Deans' Commendation for Excellence in MBA Teaching. Before joining INSEAD, he was a standing faculty member at The Wharton School. Prior to that, Professor Monteiro was a Fellow, and an award-winning teacher, at the London School of Economics and Political Science (LSE). He has also worked as a Senior Researcher at the Harvard Business School's Latin American Research.

His research focuses on global open innovation and on knowledge processes within multinational corporations (MNCs), in particular, on how MNCs access external knowledge across organizational and geographic boundaries.

Professor Monteiro has taught, written cases and/or done research in Argentina, Bolivia, Brazil, China, Colombia, England, France, Mexico, Scotland, Singapore, Switzerland, United Arab Emirates and the United States.

At INSEAD, Professor Monteiro is the Director of the Global Talent Competitiveness Index. He is also a Senior Fellow of the Mack Institute for Innovation Management at Wharton.

Professor Monteiro obtained his Ph.D. in Strategic and International Management at the London Business School. He also has a MRes in Business Studies from London Business School.

Ramzi NAKAD

Fashion Forward Dubai

Co-Founder

A Dubai-based entrepreneur and marketer, Ramzi Nakad is constantly challenging the status quo and pushing boundaries to introduce new concepts to the MENA region.

A strong supporter of regional talent, Ramzi co-founded Fashion Forward Dubai (FFWD) in 2013, offering a unified developmental fashion platform for the region. Recognising the importance of actively making tangible contributions towards economic growth and sustainability, in 2016, Ramzi helped establish an empowerment program under FFWD, named EPIC. The program aims to extend business development support to emerging design talent from the Middle East through a series of initiatives, including the establishment of a FFWD Showroom in Paris.

Katia KACHAN

**INSEAD RCLG ALUMNI, NAA UAE (Retail,
Consumer and Luxury Goods Alumni Club, UAE)**

Director

As a part of [Mediaquest](#) team, Katia is an international business development adviser for luxury and retail companies. Strongly believing that all lifestyle industries (fashion, retail, travel, hospitality, dining and entertainment) are key pillars of healthy social communities and strong economies, Katia's life mission is to contribute to the international development of diverse industry players, from SME to global brands.

Katia got her business acumen while working in Investment Banking in London and Paris, after graduating from Sciences Po Paris with a Masters of Finance in 2010. Passionate about Consumer Goods and Luxury industries, she integrated the Corporate Advisory Department of Nasdaq, where she helped

to define Investor Relations strategies for large listed multinationals of Consumer Discretionary Sector.

After receiving an MBA degree from INSEAD in 2016, Katia moved to Dubai, where she was responsible for merchandising and business development projects at Louis Vuitton Middle East. She set up the INSEAD RCLG Alumni UAE Club. Katia is also INSEAD's case study writer on the topics of technological innovation and digital disruption in luxury and fashion.

The Avant-Premiere of the INSEAD Business Case Study was presented on May 9th, 2018 as a part of the Arab Luxury World Business conference

For more info please contact Katia Kachan k.kachan@mediaquestcorp.com