

# TALKS

SUNDAY JULY 10

MONDAY JULY 11

Modefabriek is More Than Mode: Besides discovering new brands it is also a place to learn about important trends, find inspiration in unique individuals from the field, and acquire essential knowledge for bringing out the best in your business.



12.00 - 13.15

## A WORLD OF CONTRADICTIONS

DAVID SHAH - TREND WATCHER

Buckle up for David's Trend Talk: How do we balance our lives? How do we navigate a design path? Clearly, the future is going to evolve in a hybrid way. But there is a common denominator: our concern for the environment. Going back is just not possible!



11.00 - 11.45

## ROLE PLAY SS 23

JAN AGELINK

BURO JANTRENDMAN

Identity & expression in fashion: more diversity and equality in society is also reflected on the catwalk and on the street. Jan wonders why we choose what we wear, and how does it influence our mood?



13.30 - 14.15

## SUSTAINABLE STORYTELLING

INTERVIEW TALITA KALLOE

Journalist, influencer, sustainable storytelling expert and founder of online magazine Soul Stores, Talita Kalloe, will share her expert knowledge on Sustainable Storytelling in a live interview.



13.00 - 13.45

## FASHIONABLE SHORT VIDEOS FOR INSTA AND TIKTOK

KIRSTEN JASSIES - SOCIAL MEDIAEXPERT

Did you know short video is the best booster for your online story? Kirsten shows the latest trends and challenges in fashion video. Get inspired to make them yourself!



14.30 - 15.15

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14.00 - 14.45

## THE ART OF LOOKING

RONNY DE VYLLDER

CREATIVE VISUALISER

People are spoiled with the advantages of buying online. With his "joy list", Ronny shows you how to get clients to your *offline* store. It all starts with the ART of looking.



15.30 - 16.15

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15.00 - 15.30

## CREATIVE ETHICAL SOLUTIONS

INTERVIEW BARBARA CUARDUCCI

In an inspiring interview, renowned international designer and creative director Barbara Guarducci offers creative ethical solutions to brands and designers for the issues of waste and excess stock.



16.30 - 17.15

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## MAURICE SELEKY

Maurice Selek is our friendly MF TALKS host. He introduces all the speakers and guests and fires up the necessary conversation!

# MASTERCLASSES

SUNDAY JULY 10

MONDAY JULY 11

Want to know all ins and outs about everything that comes with doing business in retail? Get a 30-min update on your topic of choice by one of our experts, followed by a Q&A.



**12.00**  
**SUSTAINABLE STORYTELLING**  
TALITA KALLOE  
SOUL STORES

How to express your story and stay authentic.



**11.00**  
**STYLING & BRANDING FOR RETAILERS**  
HANNAH VAN WELL  
STYLIST & CONSULTANT

Learn how to effectively use styling and branding tools to enhance your shop's identity.



**13.00**  
**HOW TO BUILD BRAND AUTHENTICITY**  
ASHLEE JANELLE  
CREATIVE ENTREPRENEUR

Building brand authenticity plus a storyteller exercise.



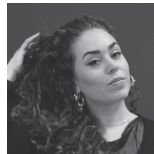
**12.00**  
**10 GOLDEN TIPS**  
RACHEL CANNEGIETER - EDWIN  
ECKHARDT RETHINKREBELS

10 Golden tips for retailers to buy more sustainably



**14.00**  
**AUTHENTIC SOCIAL MEDIA PRESENCE**  
RUBIA HEYER  
CREATIVE COMMUNICATION

Create an authentic online presence you can keep up.



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**14.00**  
**WHAT IS YOUR BRAND PROMISE?**  
ASHLEE JANELLE  
CREATIVE ENTREPRENEUR

How do you want to position your brand in the market?



**16.00**  
**ARE YOU DIGITALLY FUTUREPROOF?**  
HARRY BIJL - INRETAIL

How to make your business more relevant using digital resources: grow faster, get more profitable and work more efficiently.



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