

TELEKOM, H&M BEYOND & YOONA.AI INVITE**YOONAVERSE****Chapter Zero****The Tech Catalyst For Fashion And Circularity**

On May 19, 2022, the YOONAVERSE Summit will start, a series of events that brings together fashion companies and technological innovations for the first time in Germany. Global players meet startups, accelerators and environmental organizations to jointly seek approaches for a more sustainable, circular and yet economical industry. And to find.

Berlin – At first glance, Berlin Partner, Telekom, H&M beyond, North Sails, One Ocean Foundation, SyncReality, Liberitutti, Temera, Plateau Candy, Open Innovation and yoona.ai don't have much in common: Berlin business development, telecommunications, fashion companies, an environmental protection organization, accelerator and startups – where might the intersection lie?

Anna Franziska Michel, CEO of yoona.ai and initiator of the first YOONAVERSE, which opens its doors on May 19, 2022 at 1:30 p.m. in Berlin, made the statement: "Future- and sustainability-oriented degrowth measures in the fashion industry will only work with the most modern technologies – and for that we have to put today and tomorrow at one table. Just like our approach at yoona.ai – and just like our summit, which we called "YOONAVERSE" because we want to use the name, which is based on the metaverse, to show that the possibilities are gigantic."

A "sneak preview" of the future is offered by the presentations by Kolja Pitz (Plateau Candy) via Web3 and by Cyril Tuschi (SyncReality), who shows the digital designs that yoona.ai created in cooperation with Gerry Weber.

In short: In the "YOONAVERSE" fashion companies and tech start-ups will discover the future together - e.g. via AI and VR - in mutually inspiring workshops and discussions, work out goals and head for a joint implementation. Anna Franziska Michel: "In my experience, it is a cumbersome process to carry out change management in companies - but if we all get on board, real progress can be made."

For exactly this goal, startups, fashion companies, designers and tech specialists are invited on May 19, 2022 to learn from each other. That

Interest in YOONAVERSE is huge, as the list of national and international industry giants that have already been confirmed shows

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- Antje Hundhausen (Vice President Brand Experience Telekom)
- Stefano Galassi (Open Innovation Advisor)
- Oliver Lange (Head of H&M beyond)
- Marisa Selfa (CEO North Sails)
- Cyril Tuschi (CEO SyncReality)
- Astrid Daprà (Director Brand Development Liberitutti scs)
- Guido Mengoni (CDO & Partner Temera)
- Jan Hans Georg Pachner (Secretary General One Ocean Foundation)
- Kolja Pitz (Founder Plateau Candy)
- Daniel Haver (CEO & Founder, Native Instruments)
- Elena Poughia (CEO & Founder Data Natives) as well
- Anna Franziska Michel (CEO yoona.ai)

The YOONAVERSE is more than a conference with lectures, workshops and an evening get-together. Plans for the future include: a startup pitch competition, a design award and a podcast series with two guests each (tech and fashion). Also, yoona.ai will showcase its unique, rare, but most importantly, exclusive and authentic NFTs for fashion brands. The YOONAVERSE series of events will take place regularly during Berlin Fashion Week.

YOONAVERSE is proud of its media partnership with Textil Wirtschaft and SLEEK Magazine

We would be happy if you would be there on May 19, 2022 in Berlin!

As places are limited, register quickly:

<https://www.yoonaverse.berlin>

Anticipation for the YOONAVERSE

Cyril Tuschi, CEO SyncReality

“SyncReality connects the present with the future by synchronizing the real world with the virtual. The "YOONAVERSE" is located at this interface between the real and virtual world - this is where SyncReality can create added value. Because it's the right place to connect with fashion, art and media people and get them excited about SyncReality-based XR content and new shopping opportunities in the Metaverse by showing them a vCommerce solution in 3D.”

Stefano Galessi, Open Innovation Advisor

“At YOONAVERSE, the global innovation community meets the fashion world to find better solutions for the industry; to support a more circulating system, reducing the overall impact on the planet. Startups play an important role because they can use technology and new digital technologies to improve process efficiency and the final footprint of the sector. I very much hope that we can find a positive approach together: Better fashion for a better future!”

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Initiator Anna Franziska Michel, CEO and co-founder yoona.ai

"I firmly believe that the solution for the fashion industry lies in technology. Only a holistic digitization can close the gap between the achievement of sustainable and economic goals of the company. With yoona.ai we provide the technology and the tracking of the mentioned factors. And with the YOONAVERSE we are taking the first step towards a better future together with the industry."

yoona.ai – about

yoona.ai was founded in Berlin in 2020 and is accompanied by outstanding industry experts: Alexander Gedat (former CEO Marc O'Polo and GERRY WEBER, currently e.g. Chairman of the Supervisory Board GERRY WEBER), Martin Kroneisen (former Puma Teamhead for Regional Product Creation PUMA), Katia Yakovleva (Spotify), Ben Gebien (Saatchi & Saatchi), Frederik Leuschner (Serial Entrepreneur, Head of Product Commercialization, Google) and Dipl. Des. Bianca Koczan (Ethical Practices in Fashion)

CEO and co-founder Anna Franziska Michel is the winner of the "Digital Female Leader Award" in the category INNOVATION; Finalist of the WIN Award (final in May 2022) and one of the "TOP 100 Sustainability" of the "Textil Wirtschaft" (December 30, 2021). Yoona.ai is also among the 1% percent of companies worldwide in which the TechStars Accelerator program has invested. Renowned companies such as Oberalp Group, Fraas, VAUDE or GERRY WEBER already trust yoona.ai. Anna Franziska says: "yoona.ai can become Tesla for the fashion world!"

yoona.ai is a deep #tech B2B service platform that simplifies the #apparel industry value chain, from idea to production - 3 clicks to #Metaverse & Real Production. Businesses benefit from efficiency, cost reductions, #sustainability, and easy preparation for #digital markets.

yoona.ai software uses #AI to analyze data and provides #3d cash cow designs also for #VR Digital Fashion Shows using #AR. This allows fashion companies to save time and costs, while working more sustainably and also provides them with the necessary technology to make the leap towards the metaverse and #digitization.

yoona.ai is committed to #innovation; already launching its own #NFTs & #circularity; Encouraging conscious consumption and driving sustainability - through the #automation of processes thanks to its software & pushing the awareness & progress of the fashion industry through its series of events #yoonaverse – a tech catalyst for fashion & technology conference where #startups #apparelcompanies & #degrowth companies meet & work together towards a "better fashion for a better future".

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