

意起玩色

THE COLOURS OF ITALIAN BEAUTY

天猫理想生活·意大利先锋彩妆 天猫国际战略合作签署仪式

TMALL DISCOVERY · ITALIAN COSMETICS MAKE-UP CHINA
TMALL GLOBAL STRATEGIC PARTNERSHIP SIGNING CEREMONY

SAVE THE DATE

Friday, July 20th 2018

10h - 14h

Teatro Vetra
Piazza Vetra, 7
Milan, ITALY

AGENDA

Translation service in Italian,
Chinese and English will be provided

签到和参观品牌展

Registration & Brands Exhibition

开幕致辞

Welcome Speech

Rodrigo Cipriani Foresio - Managing Director
Southern Europe, Alibaba Group

品牌走秀

Brands Catwalk

意大利美妆协会

Conference Opening

Roberto Liscia - President, Netcomm

Renato Ancorotti - President, Cosmetica Italia

天猫国际分享彩妆消费趋势 (奥文)

Make-up Consumption Trends in China

Ao Wen - Tmall Senior Director, Alibaba Group

天猫分享品牌营销策略 (家洛)

Brand Marketing Strategy

Jia Luo - Tmall Marketing & Operating
Department President, Alibaba Group

品牌战略合作仪式

Brands Partnership Ceremony

RVB
LAB
THE MAKE UP

KIKO
MILANO

DEBORAH
MILANO

Diego dalla Palma
MILANO

参观品牌展和午餐

Light lunch will mark the closing of the event

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