

A background image of a fashion show runway with models walking, overlaid with a purple-to-orange gradient.

B2B TORINO FASHION MATCH 2026



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un progetto



realizzato da



promosso da



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ALIX: AI LEARNING INNOVATION EXPERIENCE



FASHION, TEXTILES AND ACCESSORIES SECTORS IN PIEDMONT REGION

4,400 companies and 25,000 employees (2025, Infocamere).

Of these, **5,500 employees are in Turin.**

- **Exports in 2023: €4.48 billion** (+7.5% compared to 2022).
- **Imports in 2023: €2.76 billion** → an international and integrated supply chain.

Production set to fall in 2024:

- Fashion -10.5%
- Textiles -6.9%
- Clothing -7.5%

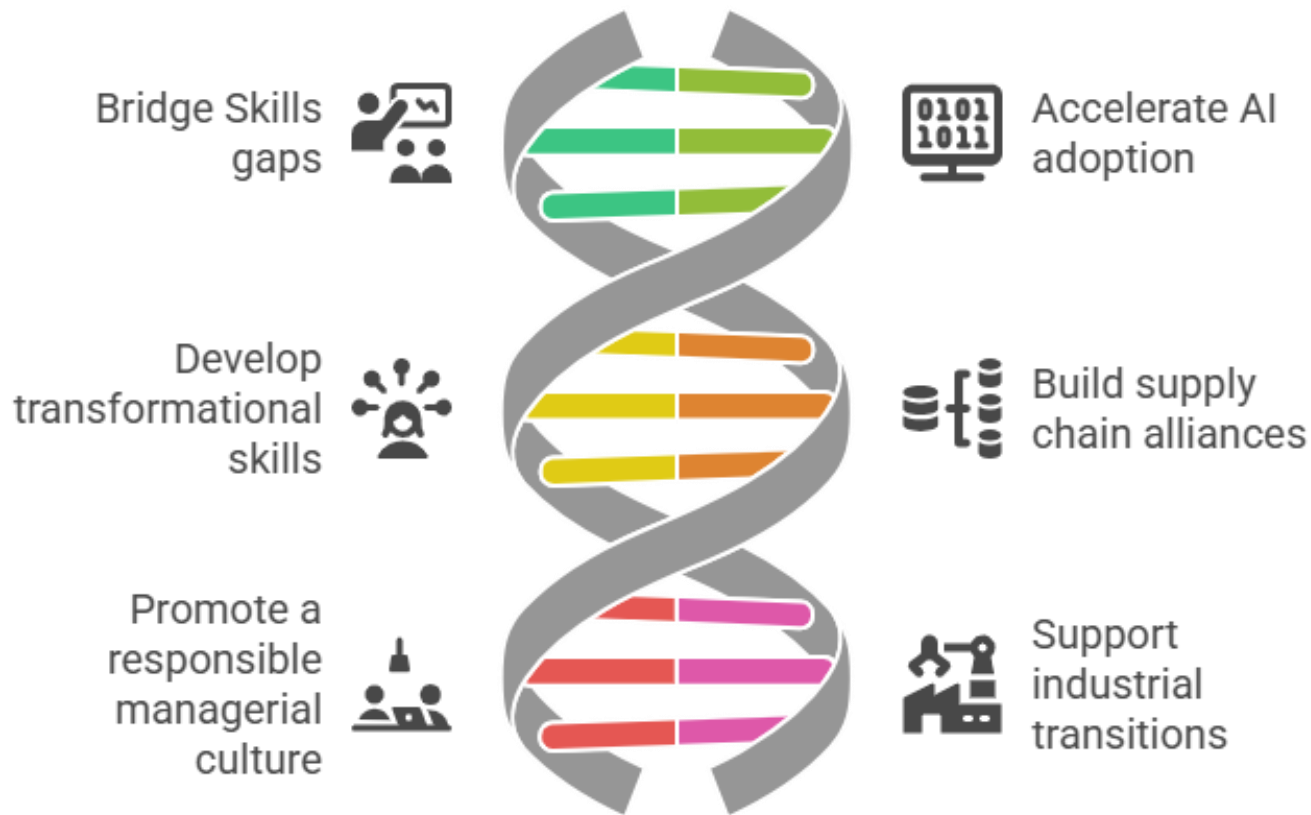
Significant decline in the number of businesses between 2021 and 2024:

-8.8% companies (over half of them are family-owned/craft businesses).



To support the **data- and AI-driven transformation** of businesses, particularly in the **Fashion, Textiles and Accessories (MTA) sector**, through the development of new managerial **skills** and the creation of **partnerships** between businesses and territories.

KEY DRIVERS

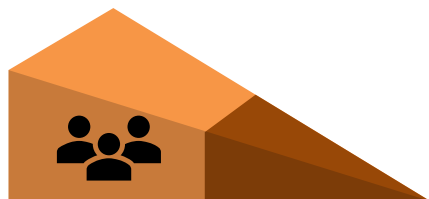


WORKING METHODOLOGY

Research + Testing + Transferability

October
2025

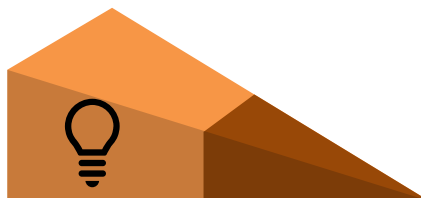
March
2026



DeskAnalysis + Survey

Literature review and survey to assess the local scenario, to identify needs and opportunities.

300 responses collected
(mainly from the MTA sector)



Co-Design meetings

In-depth thematic meetings, exchange of experiences and debate.

20+ companies involved (80% of them members of Fondirigenti) + **30 managers** from Turin and Biella areas.

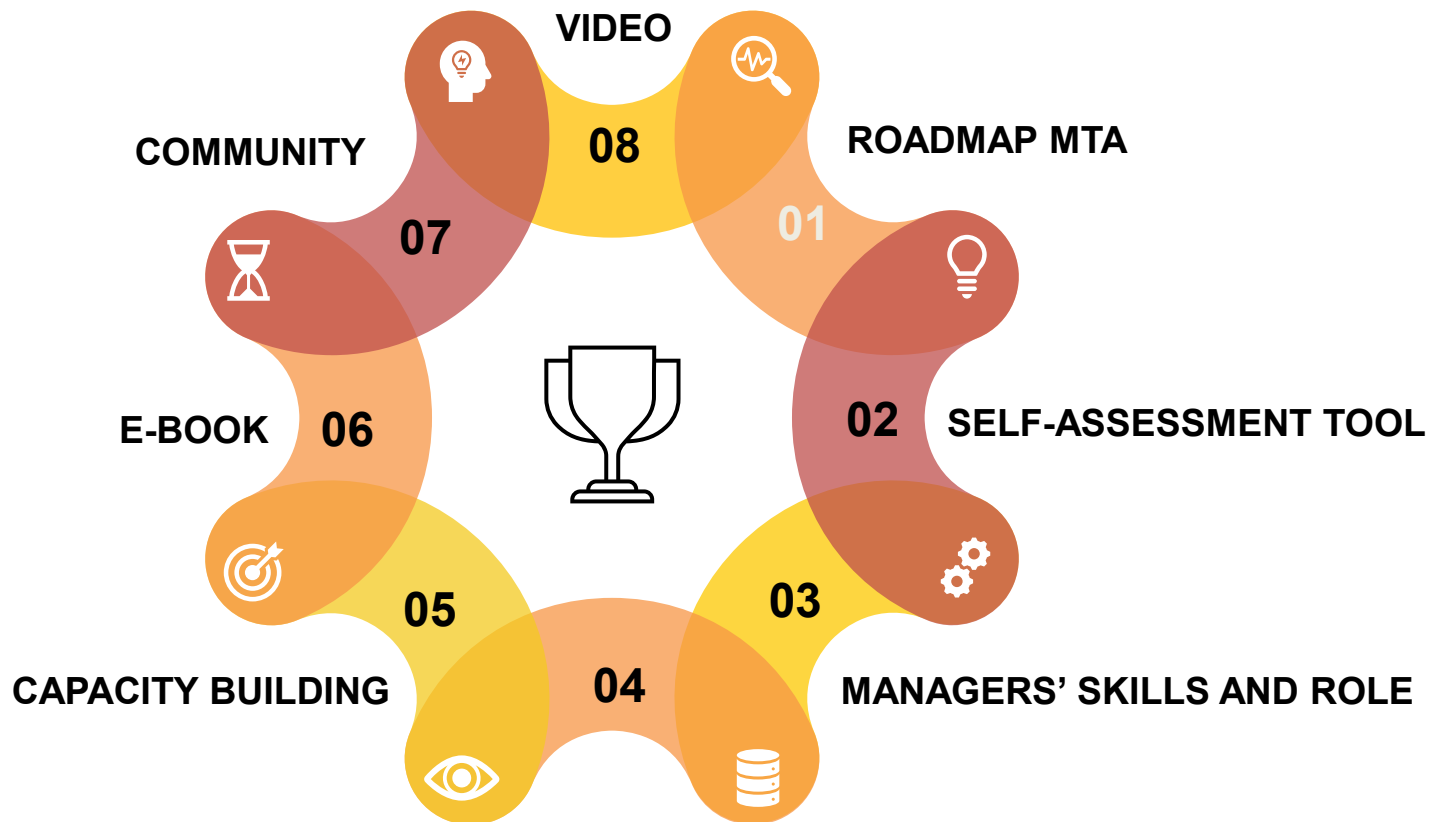


Validation and Modelling

Collaborative review on the findings of the survey and co-design process with a selection of companies.

Final modelling of the results to produce practical and replicable outcomes.

PROJECT RESULTS



NEW PROFILE: DATA TRANSFORMATION MANAGER

RESULTS OF THE ALIX PROJECT

OBJECTIVE: to guide companies in the Fashion, Textiles and Accessories (MTA) sector through their data- and AI-driven transformation in a structured, progressive and practical manner, following three steps:

1. CURRENT STATUS

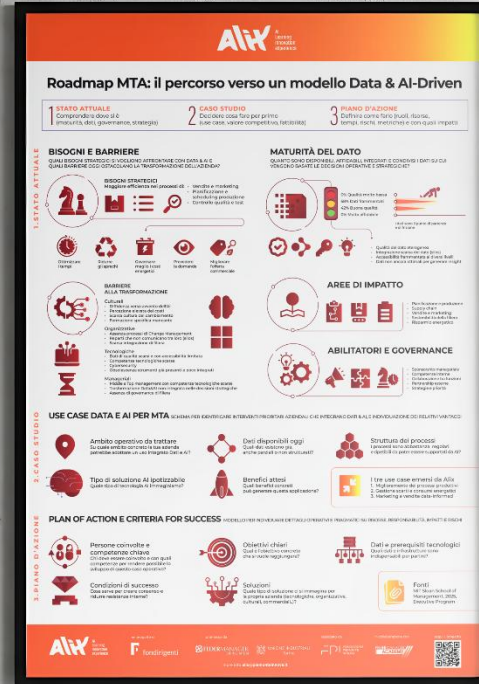
where are we?

2. KEY CASE STUDIES

where do we start?

3. ACTION PLAN

how do we do it?



Source: MIT Sloan School of Management 2025, Executive Program

ALIX ROADMAP – The Logic Behind The Application

Understand the current position

Companies assess their current situation

Select Priority Actions

Companies decide which actions to undertake

Define Effective Actions

Companies develop operational plans to implement actions

Integrate Technology and Organization

Companies integrate technology, organization, skills, and governance

Make the Transformation Sustainable

Managers ensure that the transformation is realistic, adaptable, and sustainable



Source: MIT Sloan School of Management
2025, Executive Program

MANAGERS' FUNCTION

For managers, tackling data- and AI-driven transformation through the ALIX roadmap means **making better decisions, strengthening their leadership, improving business efficiency and steering complex change in an informed manner**, with tangible benefits in terms of skills, strategy and organisational impact.



Set priorities and order (efficiency, speed, competitiveness). Link use cases to business objectives, not to technology.

Break down silos. Establish data work as a strategic activity. Ensure visible sponsorship for pilot projects.

Accept that decisions can be supported by data. Introduce a culture of experimentation (testing → learning → improvement).

KEY MANAGEMENT SKILLS FOR DATA & AI TRANSFORMATION

If managers are the directors of this transformation, what **skills** do they need to develop?



Leadership of change

Managing cultural resistance;

Fostering cross-functional collaboration;

Communicating purpose and direction.

Data & AI Literacy of Managers:

Understanding the principles, limitations and potential of AI;

Being able to communicate effectively with technical staff;

Assessing risks, governance and ethical implications.

Strategic data-driven vision:

Turning data and AI into drivers of competitiveness;

Integrating AI into industrial strategy, rather than approaching it as an IT project;

Assessing the economic, organisational and supply chain impacts.



Managerial Profile

Strongly business-oriented, grounded in real needs and focused on driving transformation and organizational change.



Bridging Role

Connects Business, IT, and Leadership, ensuring alignment across strategy, data, and AI solutions.



Change leader

Goes beyond technical expertise: a leader with a strong data-driven mindset enabling change.

ALIX Data & AI Readiness Tool



Objective

The Tool enables managers and organisations to carry out a **structured self-assessment** of their level of readiness for **data- and AI-driven** transformation, providing an overview of their strengths and key areas for improvement.

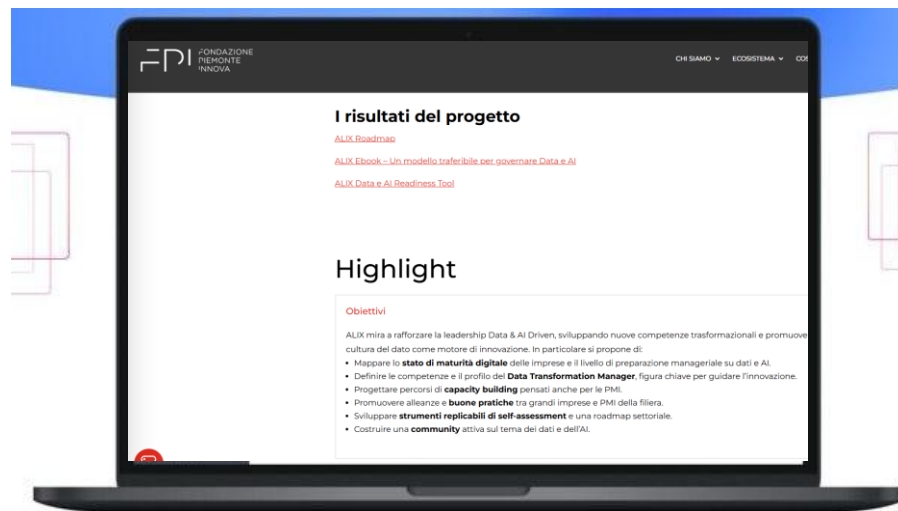
The assessment provides a straightforward (13-question) framework for internal reflection on:

- the ability to adopt and integrate digital technologies
- the management and utilisation of business data
- the skills and leadership required to drive change.

The aim is not to assign a score for its own sake, but **to guide strategic decisions, investments and skills development pathways, whilst also providing an indication of the organisation's current position.**

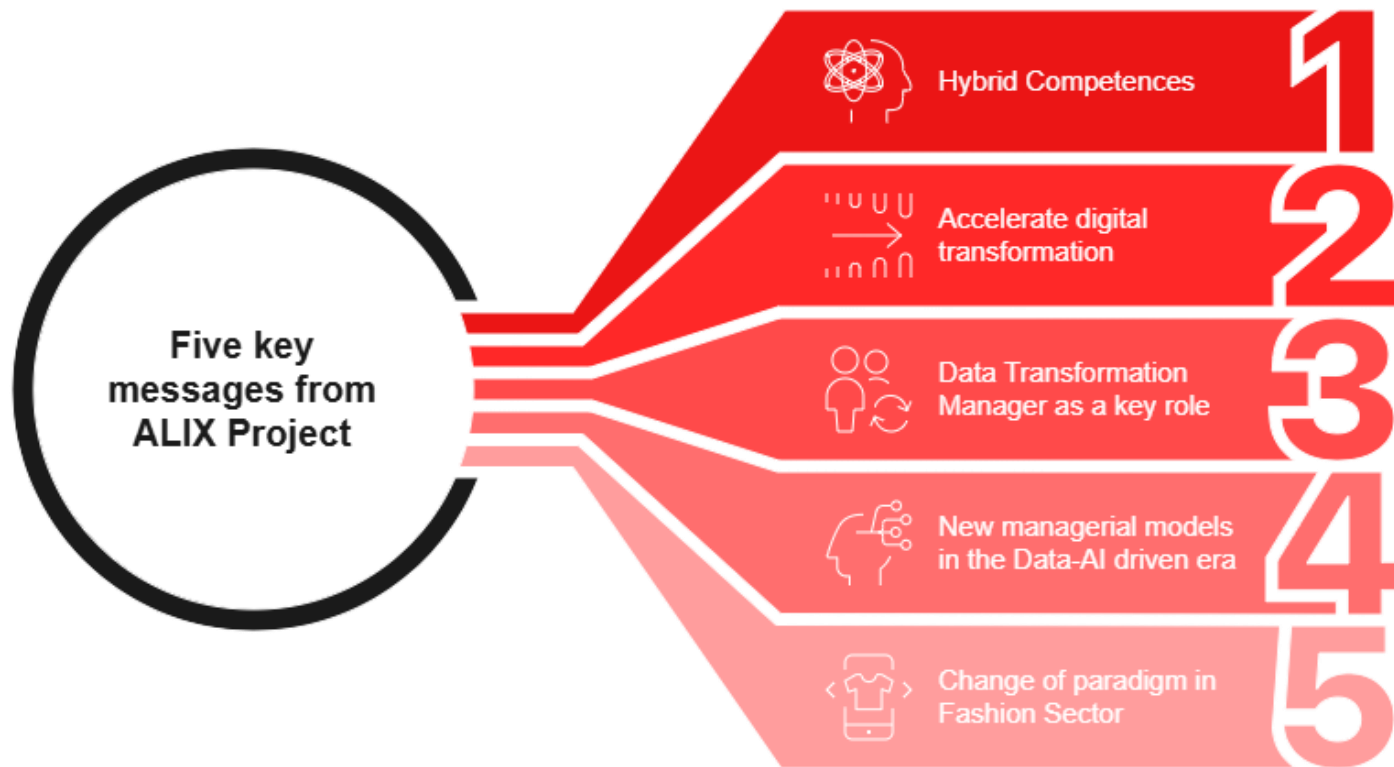
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THANK YOU!

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