



***Wake Up Innovators RESTART.  
Fashion is the guest in Connexia's virtual lounge:  
"restarting" according to the fashion industry.  
Guest: Francesca Lusini.***

*On Thursday, June 4, Connexia's series of meetings focussing on "the world after Covid-19" with the top managers of Italian industry continues.*

*Guest: Francesca Lusini, President of the Peuterey Group.*

Milan, 28 May 2020 - Tenth appointment with **Wake Up Innovators | RESTART**, a series of meetings dedicated to restarting after the Covid-19 emergency, organised **by Connexia**.

As a free and wholly digital event, *Wake Up Innovators | RESTART Special Edition* offers an opportunity for a concrete analysis and open discussion with the major

players of Italian industry, to take stock of business and strategies for responding to coronavirus emergency and restarting.

The guest of **Zornitza Kratchmarova**, Corporate Communication director at Connexia, will be **Francesca Lusini**, President of the Peuterey Group.

This is an opportunity to discuss together how one of the most influential and representative industries of our country can work to adapt and overcome the changes dictated by the health emergency, looking ahead to the next steps that the fashion sector will have to confront and manage in view of the "restart".

Free **live meeting** event subject to registration on the **@Cisco Webex platform** (<https://bit.ly/3ezLSsb>)

WAKE UP INNOVATORS | RESTART  
Thursday 04 June  
9:00 - 10:00  
**@Cisco Webex**

### Francesca Lusini

Graduating cum laude in Law in Pisa in 1996, after gaining experience as a journalist during her university years, Francesca Lusini became a lawyer and decided to practice her profession by founding her own independent law firm, specialising in civil, commercial, and industrial law. In 2008 she joined the family group, which brings together the Peuterey, Geospirit and Post Card brands, to deal with legal and corporate affairs, soon to be joined by human resources, taking over as President three years later. In 2014 she received the Golden Bud as part of the XXVI Marisa Bellisario Award, which is dedicated to "High Altitude" women, considered the best ambassadors in the world of Italian production and work.

The Peuterey Group, which takes its name from a crest of Mont Blanc and has its headquarters in Altopascio, in the province of Lucca, produces five hundred thousand garments a year and has two hundred employees. In Peuterey's corporate philosophy, the words that recur are authenticity, transparency, concreteness and, today, sustainability: these are all characteristics that have come together to create a real manifesto of ethics and style, where *reality telling* is replaced by *storytelling*.

### Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)