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Marta is a forward-thinking and hands-on fashion industry professional with 20 years of worldwide experience, including exposure to fashion shows, photo shoots and production management. She had the pleasure of working for some of the best names in the fashion industry such as Fendi, Stella McCartney, Yohji Yamamoto, Hermes, Chanel, YSL and many more.

Marta specialises in fashion innovation, consumer behavior and sustainability. Her eternal passion for technology in combination with enthusiasm for generating ideas and extensive knowledge of the fashion industry resulted in great interest in finding new methods on how to engage with consumers.