

WEBINAR

Last chance to register: Why brand authenticity matters even more in COVID-19 era

February 2, 2021



Product authenticity and digitally connected products should be on top of the agenda for marketers

By LUXURY DAILY NEWS SERVICE

Please [click here](#) to register for the free webinar on Wednesday, Feb. 3 at noon to 1 p.m. EST (New York time) titled, "Authenticity in a Post-COVID World: From the Eyes of a Marketer"

The COVID-19 coronavirus outbreak has upended consumer attitudes to a host of issues, one among them being the view of authenticity.

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Join senior executives from Avery Dennison and Certilogo in a **new free webinar** organized by *Luxury Daily* to discuss authenticity in a post-COVID-19 world from the eyes of a marketer.

Hosted Wednesday, Feb. 3 at noon to 1 p.m. EST (New York time), attendees to this free webinar will learn how consumers' attitudes have changed since the pandemic and why authenticity matters now more than ever for marketers.

Attendees will also learn how to use authenticity as a hook for brand engagement, and how new digital solution AD Verify can be an opportunity for marketers.

Sponsored by Avery Dennison, the **fireside chat** will also feature a Q&A with the speakers.

Themes:

- How consumers' attitudes and behaviors have changed during the COVID-19 outbreak and why authenticity matters
- Importance of product authenticity and digitally connected products, and why it should be on top of the agenda for marketers in fashion and luxury
- How to use authenticity as the hook for brand engagement
- Why digitally connected products are a powerful way to address marketers challenges and drive engagement

- How digital solution AD Verify can be a solution for marketing leaders

Speakers:

Michael Colarossi, vice president of innovation, product line management and sustainability, Avery Dennison

Michele Casucci, founder/CEO, Certilogo

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*



Michael Colarossi is vice president of innovation, product line management and sustainability at Avery Dennison



Michele Casucci is founder/CEO of Certilogo

This webinar is part of a series in partnership with Avery Dennison.

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