

HORIZN STUDIOS



Stefan Holwe, Gründer, Horizn Studios

[Speaker Profile →](#)

**IEG**  
INVESTMENT BANKING



Dr. Björn B. Schmidt, Managing Director, IEG

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**eve**



Jas Bagniewski, CEO, eve

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## WORKSHOP: THE RISE OF VERTICAL BRANDS IN THE DIGITAL SPACE

Insights from Europe's Leading Digitally Native Vertical Brands



Digitally native vertical brands such as Dollar Shave Club have successfully broken into highly attractive brand verticals that have been dominated by big legacy players for decades. How is this possible? From razors to mattresses and suitcases: What is the success recipe and what are the key challenges?

Experts Stefan Holwe, founder of Horizn Studios – the leading online first luggage brand for the next generation of travelers –, Jas Bagniewski, CEO at eve – the pioneer of luxury sleep solutions –, and Björn Schmidt, Managing Director at IEG – Investment Banking Group, will discuss and provide you with exciting insights into the driving story in the future of retail.

We are looking forward to welcoming you to the workshop!



**JOIN US!**

**DAY 1 / 22 JUNE, 10:00AM CET**

IEG – Investment Banking Group is a leading, global investment banking boutique specializing in mid-cap transactions for the internet and technology sector. Present in ten international locations, IEG provides entrepreneurial solutions for digital innovations and business models in the fields of mergers & acquisitions, financing & principal investments. We are #DEALIVERER. For information about the IEG track record refer to: [www.ieg-banking.com/deals](http://www.ieg-banking.com/deals).

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