



# The driving force of customer experience and innovation in the digital era for shopping malls and retails

## Part 1: How is the metaverse shaping the next frontier of human experience and its trend?

### Topic description

COVID-19 has transformed the lives of consumers. People are reconnecting with their deeper values. What do they value? What will it take to serve them digitally? How will shopping malls and retailers adapt?

ISCM is proud to invite Mr. Andrew Lee, Partner of EY Greater China Markets and Mr. Lewis Yau, Founder & CEO of ShirtStylist, to share their insights, knowledge, and critical findings for this topic during the seminar.



**Mr. Andrew Lee**  
Partner, Greater China Markets, EY  
EY wavespace (Design and Innovation Hub) Leader

Andrew specializes in Retail, Real Estate and Hospitality, Technology, Health, and Airline/Aviation sectors. He has over 20 years of international experience in management consulting as well as senior management roles in the area of corporate strategy and planning, business transformation, digital and innovation, experience design, service design, and operations management.



**Mr. Lewis Yau**  
Founder & CEO of ShirtStylist  
Founder & CEO of StyleSpace.ai

Lewis has over 20 years of working experiences in the luxury fashion industry. By leveraging his extensive fashion and technology experiences, Lewis is now also leading a R&D team of StyleSpace.ai and providing cutting-edge AI and AR technology to fashion brands and shopping malls to provide intelligent hyper-personalization and virtualization shopping experiences.



10 January 2023 (Tuesday)



Registration: 19:15  
Seminar: 19:30 – 21:30



EY wavespace  
22/F Citic Tower,  
1 Tim Mei Avenue,  
Central

### REGISTRATION FEES

Member: Free  
Non-Member: HK\$100

**Application deadline**

**7 January 2023**

**Register now at:**



<https://forms.office.com/r/0F9pn7SxEn>

The attendance certificate will be issued free of charge. Please send your request to the Secretariat Office after the seminar.

### ENQUIRY

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