Technological innovation, or Fashion Tech, is a strategic issue for the fashion industry’s future, and the arrival of technology in this universe continues to shake up codes and practices. Today, this technology is being appropriated by industry players.

Building on its mission to decode future trends, Première Vision sought to support the transformation of the fashion sector by launching, in February 2017, the Wearable Lab: a space at the heart of the show designed to showcase the Fashion Tech players.

In 2018, as technology continues its growth in the fashion industry, the Wearable Lab is expanding to become a 900m² village. Its goal is to present an international selection of materials, products and services to serve as sources of experimentation for the fashion industry.
A hotbed of inspiration, this dedicated space, located near the Tech sector of Première Vision Fabrics in Hall 6, will present a 360° offer of technologies, materials, meetings and discoveries in 4 areas:

• **EXPLORE - PROTOTYPES & LABS**
  An experimental space to discover working prototypes, test them out and discuss the coming issues and challenges through the R & D work of pioneering organizations in the field: CETI Centre Européen des Textiles Innovants (France), I.F.T.H. (France), Lectra (France), Techtera (France), Up-Tex (France).

• **CONNECT - PRODUCTS & SERVICES**
  An area comprising companies and start-ups at the origins of Fashion Tech and spearheading the market, each selected to present a complementary offer: smart and/or connected materials, accessories, clothing, innovative technologies...

  • **SMART MATERIALS**
    - 37.5® Technology (USA), Balas Textile (France), CRY by JRC Reflex (France), Dienpi (Italie), Kyorene® Graphene Fiber & Yarn (Chine), Rial 1957 (France), Tanneries Pechdo (France), Teijin Frontier (Japon), Universe Fashion Accessories (Taiwan).

  • **START UPS**
    - City Bright (Taiwan), De Rigueur Lab (France), Euveka (France), Gemetiq (France), Genius Objects (France), Lunative Lab (Allemagne), Verisium (Russie), Visage Project (Belgique).

• **INSPIRE - CREATION & DESIGNERS**
  An inspiring exhibit, «Reveal the invisible» by Clara Daguin. An immersion in the creative process of the designer, a finalist at the 2016 Hyères Festival of Fashion and Photography, who uses an alliance of craftsmanship and technology as a means of fashion expression. Conceived as a revealing look behind the scenes of the creative process, the exhibition presents both the designer’s finished pieces and everything within them that led to their success.
  **Curator:** AnneSophie Bérard

• **INTERACT - TALKS & PITCHES**
  A program of sophisticated and accessible conferences ranging from start-up pitches to an expert roundtable in the heart of the Wearable Village. Analysis, forward thinking and debates to help decode this rapidly growing ecosystem, with a new theme (creation, technology, business) developed dail.

See the following detailed program.
SHARED OUTLOOKS FROM GILLES LASBORGES, GENERAL MANAGER OF PREMIÈRE VISION, AND PASCAL MORAND, EXECUTIVE PRESIDENT OF THE FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE.

Do you think fashion and technology are by now inseparable?
Gilles Lasbordes. Yes, and in my view this evolution has invested all areas. It is found in product development, with the introduction of technological elements that enhance the experience. It’s found in a more industrial approach to production, with 3D printing and computer-aided design. Digital is also changing the retail landscape, and plays a role in the creative process as well.

Pascal Morand. The amazing progress being made in the field of fashion is primarily due to this fourth industrial revolution, which embraces all the manifestations of digital technology. These transformations are on an unprecedented scale and we are only at the beginning. What’s more, technology is now an integral part of fashion - you can no longer separate one from the other.

Which players are most closely concerned by this upheaval?
Gilles Lasbordes. Everyone is affected by technological innovation: the textile sector as a whole, the retail world, brands now facing competition from new brands launched via digital platforms...

Pascal Morand. Technology disrupts everything: the economic model, creativity, manufacturing, textiles ... But the real challenge lies in the connection between innovations brought about by new technologies and traditional methods. High-tech products must also be fashion products, embodying a sensory appeal, an emotion and therefore a desirability. You have to use technology but also transcend it.

In which direction is research heading?
Gilles Lasbordes. The latest advances are all over the place, but the consumer is more and more interested in meaning and added value. The trend is towards technologies that simplify everyday life or improve our well-being. In addition, research focuses on advanced technologies that could, for example, allow the garment to provide electricity natively. Everything seems possible!

Pascal Morand. There’s some very interesting research, such as the experiments being conducted to stiffen materials so they can be cut before making them flexible again. In robotics the attempt to reproduce people’s actual finger movements is also exciting. More generally, research multiplies the overlap between very different activity sectors, such as designers, mathematics researchers, weaving researchers etc. For me, it’s that combination that seems most forward-looking, because innovation is always based on transversality and diversity.
INTERACT: THE PROGRAM OF EXHIBITORS’ PITCHES AND ROUND TABLES

TUESDAY 13 FEBRUARY

11 AM: PITCH EXPOSANTS
The following Wearable Lab exhibitors will discuss their know-hows, and share their thoughts and views on Fashion Tech during short presentations:
Lunative lab, De Rigueur, Genius Objects, Euveka, Gemetiq, Verisium, Teijin Frontier, Visage Project, City Bright.

2:30 PM: KEY NOTE
The New Visionaries by Bradly Dunn Klerks - Senior Innovation Expert for the Arts and Technology.

3:30 PM: ROUND TABLE
Fashion, like society, is being transformed by the arrival of new technologies. How do these new tools inspire and influence designers? How much are they re-defining our relationships to clothing itself? What new aesthetic challenges can be invented?
Pascal Morand - Executive president of the Fédération de la Haute Couture et de la Mode,
Clara Daguin - Fashion Designer,
Bradly Dunn Klerks - Senior Innovation Expert for the Arts and Technology.

WEDNESDAY 14 FEBRUARY

11 AM: PITCH EXPOSANTS
The following Wearable Lab exhibitors will present short speeches to introduce their particular know-hows and share their thoughts and views on Fashion Tech:
37.5 Cocona, Lectra, Kyorene Graphene & Fiber, IFTH, CETI, Techtera, Up-Tex.

2:30 PM: KEY NOTE
A prospective view of Fashion Tech trends by Muchaneta Kapfunde - Editor-in-chief of the website Fashnerd.com

3:30 PM: ROUND TABLE
Emerging technologies and fashion evolutions Personalization, data tracking, optimization, flexibility, environmental commitment … At the dawning of the 4th Industrial Revolution, let’s think together about the issues, desires and capabilities that new means of production are making possible in the fashion industry.
Kirsty Emery - Unmade, Muchaneta Kapfunde - Fashnerd, Philippe Ribera - Lectra.

17H: VIRTUAL REALITY EXPERIENCE BY ARZU KAPROL
A virtual reality experience by the Arzu Kaprol brand highlights the connections between fashion, art and life, through its Spring Summer 2018 Inter-Being Collection, inspired by the philosophy of co-existence. «Without a cloud, there will be no rain, without rain the trees cannot grow, and without trees we cannot make paper. The cloud is essential for the paper to exist. So we can say that the cloud and the paper are inter-connected. And we are inter-connected, as all beings.»

Music: Mercan Dede
Concept design & production: Ouchhh and Fikirbazzenger
THURSDAY 15 FEBRUARY

10:30 AM : KEY NOTE
The Future is wearable by Bradley Quinn - Consultant and Creative Director, EIRL Bradley Quinn.

11:30 AM : ROUND TABLE
Economic and strategic zones in Fashion Tech
With new technologies, clothing becomes useful, functional, as connected as smartphones and wearables. The consumer expects a new and unique experience. What economic outlook does this societal change suggest? What are the next territories to conquer?
Camille Benech - Google, Global Brand Lead for Luxury and Beauty in France,
Bradley Quinn - Consultant & Creative Director,
Anne Raoult Duval - BPI France, Assistant Director of Investments of the Creative Industries Cluster.

2:00 PM : TABLE RONDE
Developing connectivity in creative materials
Florence Bost - Textile Designer,
Caroline Krug - Tanneries Pechdo.
SPOTLIGHT ON THE WEARABLE LAB PLAYERS...

THE CONNECT AREA: SMART MATERIALS

37.5® TECHNOLOGY : CONTROL YOUR CORE TEMP
37.5® Technology is based on naturally derived active particles permanently embedded into yarn or fibre. These microporous particles have the perfect combination of energy absorption and massive surface area to trap moisture and process it out of your microclimate. When you are hot, 37.5® speeds evaporation and cooling; when you’re cold, 37.5® returns the energy to warm the body. 37.5® Technology is the only yarn technology to remove moisture in the sweat vapour stage, before liquid sweat forms. This delays the onset of sweat and keeps you comfortable in a wider range of conditions. 37.5® Technology was developed for high-performance sport and outdoor, but is quickly being adopted by the menswear, lifestyle, athleisure and sportswear industries. 37.5® Technology works beautifully when blended with natural fibres such as silk, wool, cotton, modal and others, taking the inherently great properties of natural fibres and adding powerful moisture management.

SMART LABEL BY DIENPI: TRACEABILITY IN FASHION!
Traceability is one of the major issues in the fields of fashion and food.
The Smart Label project from Italy’s Dienpi, launched in 2012 and registered in 2014, provides labels containing information to make the production chain more transparent and traceable. Its Smart Labels have already been distributed to clothing, footwear and leather-goods brands and are attracting the interest of a growing number of luxury firms, both in Italy and abroad.

Today, Dienpi simplifies traceability by making it possible to read its Smart Labels from an iPhone. With iOS11, Apple has also introduced CoreNFC, a new feature that allows users to detect and read the Smart Label using Near Field Communication, and thus exploit the special chip on the iPhone.

KYORENE®: FIBRES DE GRAPHENE, DE NOMBREUSES FONCTIONNALITÉS INHÉRENTES !
Kyorene® is the first company in the world to develop, produce and commercialise a wide range of graphene oxide blended fibres and yarns for a variety of consumer and industrial textile applications. The inherent properties of these fibres and yarns include: anti-bacterial and deodorant effects, UV protection, far-infrared and heat dissipation properties for body temperature regulation and therapeutic benefits, anti-mite and insect barriers.
They also have a very good mechanical stability (abrasion, cut, tear, wear) and resistance to washing cycles. They target sportswear, streetwear, fashionwear, activewear, underwear and household linens, such as bed sheets, curtains and carpets.
THE CONNECT AREA: START UPS

CONTROL YOUR APPAREL TEMPERATURE WITH CBRIGHT!
City Bright has been focusing on electrical and thermal management systems for over 22 years. They have developed an intelligent temperature-control system with applications in the fashion and textile industry. The newly developed heated composite fibre is light and comfortable, without any heavy feeling. This special material is soft and stretch-resistant. Combined with the new intelligent thermoregulation technology, it allows users to control temperature according to their needs.

DE RIGUEUR LAB: FASHION TECH SOLUTIONS FOR ACCESSORIES BRANDS
Focused on accessories, De Rigueur Lab is a leader in the emerging Fashion Tech industry. This Lyons-based company helps fashion and luxury brands to innovate in their collections by subtly integrating smart solutions that will turn their designs into useful accessories.

De Rigueur Lab offers a wide range of finished or semi-finished products, like high-end leather accessories integrating wireless and wired charging, data storage and more, to better answer the needs of 21st-century final consumers.

EUVEKA: A CONNECTED AND ENDLESSLY ADJUSTABLE MANNEQUIN
The result of six years of R&D, Euveka’s women’s robotic mannequin is a technological innovation designed to adapt as closely as possible to the evolution of the human body, according to age and morphology. Guided by design software, it can evolve fully or by zone, by height or width, according to a body scale or given garment. This technological innovation makes it possible to recreate 80% of the current morphologies of Caucasian and Asian women from 1m 55 to 1m 80, sizes 36 to 46, and the changing shape of a 17 to 77 year-old body. Euveka targets professionals / industrialists in the fashion (from haute couture to mass distribution), sports, health, safety and film industries.

GENIUS OBJECTS: ZIP AND GO® - THE FIRST CONNECTED TEXTILE ZIPPER
Projections forecast that as many as 18 million connected clothing items will be sold across the world by 2021 (source ABI Research). Zip and Go® can convert any product with a zip into a connected object.

Created in 2015 by Philippe Tourrette (formerly with Ioltech, Tourrette Investissements) and Alexandre Faucher (formerly with Microsoft), Zip and Go® opens up new fields of possibilities for textile players hoping to join the connected-object revolution.

Zip and Go® transforms a simple zipper into a connected sensor, offering new uses. Fully embedded in the zipper itself, Zip and Go® can track the daily use of personal or professional objects. It lets users connect textile objects to a smartphone - so they can be alerted whenever a clothing item or bag is zipped or unzipped, to activate other connected functions and to track the location or activity of any product on which it’s installed.
**VERISIUM: USING INNOVATION TO PROTECT BRANDS!**

Versisium has created an anti-counterfeit solution for luxury brands, based on NFC (Near Field Communications) and blockchain technologies. The idea is to implant NFC chips inside original products and register them in the blockchain. The end customer will be able to check the product validity via their app.

With Verisium, a brand can:
- Protect its customers from buying fakes
- Increase its online sales and reduce counterfeiting
- Build a direct connection with end-customers and obtain personalised analytics.

**VISAGE PROJECT: DESIGNING 3D YARNS AND FABRICS FROM THE FIBRE UP**

VISAGE has created a platform that allows designers of yarns and fabrics to create their new designs in a completely virtual way from the fibre or yarn up, visualise them in 3D and share them easily with their clients (fashion design houses, brands and retailers).

Tri-dimensional effects and colour-realistic representation provide a high-quality visualization of the fabric surface. Beyond the physical and dimensional characteristics of the fibres and yarns, the colours and patterns, the VISAGE tool also makes it possible to simulate a wide range of special finishing effects. The virtual designs can be easily shared and evaluated by potential clients with the help of a plug-in viewer. VISAGE can drastically reduce the costs related to physical sample production and speed up development of collaborative collections between yarn and fabric designers and their fashion industry customers.

The VISAGE platform is the result of European project led by specialised software developers Domina (Italy) and ScotCad (UK) accompanied by two leading industry clients from the Italian yarn and fabrics sector, and supported by the research centre ENEA (Italy) and EURATEX, the European Apparel and Textile Confederation.
THE EXPLORE AREA

CETI: CENTRE FOR APPLIED RESEARCH AND TEXTILE INNOVATION, ADAPTED TO TOMORROW’S TRENDS AND NEEDS
CETI is a place to design, test and prototype products and materials for the textile, fashion, luxury and retail sectors.

CETI’s strength lies in its multi-disciplinary expertise, its methodology and its unique technological platform in Europe. Its activities centre on three areas of development: materials performance, digital transformation serving products and the contribution of responsible values to a product.

LECTRA, SOLUTIONS SERVING FASHION
Lectra is the world leader in integrated technology solutions (software, automatic cutting equipment and associated services), and is dedicated to companies using fabrics, leather, technical textiles and composite materials in the manufacture of their products.

It targets major global markets: fashion and apparel, automotive, furniture, and a wide variety of other industries. Its market-specific business solutions make it possible to automate and optimize the creation and development of products, along with their production.

With more than 1,600 employees, Lectra has developed close relationships with prestigious clients in more than 100 countries, contributing to their operational excellence.

WEARABLE [LAB]

FIND ALL THE NEWS ABOUT THE WEARABLE LAB SPACE AND ITS PARTICIPANTS IN THE NEWS SECTION ON SHOW’S WEBSITE.
CONTACT

PREMIÈRE VISION

Igor Robinet - Slansky
Press Manager
T. +33(0)1 70 38 70 30
M. +33(0)6 42 06 31 02
i.robinet@premierevision.com

Claudie Le souder
Communication Director
c.lesouder@premierevision.com

PRESSE AGENCIES

2È BUREAU
Marie-Laure Girardon
T. +33(0)1 42 33 93 18
P. +33(0)6 82 40 73 27
m.girardon@2e-bureau.com

MONET + ASSOCIÉS
T. +33(0)4 78 37 34 64

Véronique Bourgeois
+33 (0)6 64 22 55 56
vb@monet-rp.com

Julie Adam
+33 (0)7 86 82 60 61
julie@monet-rp.com

www.premierevision.com