‘AUGMENTED MAN’ TAKES CENTRE STAGE AT THE 3RD EDITION OF THE WEARABLE LAB

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As technology permeates the fashion universe, it continues to shake up codes and practices. For the 3rd year in a row, Fashion Tech will be one of the highlights of the next edition of Première Vision Paris -12 to 14 February- through the annual Wearable Lab platform. The space aims to present an international selection of materials, products and services that are a source of experiment for the fashion industry.

With “Augmented Man” serving as a guiding thread, the Wearable Lab this year explores how clothing could allow us to surpass our own abilities, our own human condition.

In Hall 6, this 1,000m² space features 3 areas:

1. An offer from 17 exhibitors,
2. SKILLS², an inspiring and experiential exhibit,
3. A new program of conferences.
17 exhibitors, 3 spaces

The offer from 17 exhibitors is broken down in 3 zones:

- **SMART MATERIALS**: 10 companies propose smart materials. Passive intelligence without embedded electronics.
  - 37.5® Cocona Natural Technologies (USA) / Dropel (USA)* / Induo (FR)* / CRY by JRC Reflex (FR) / Kyorene® Graphene Fiber & Yarn (CN) / Madeira (DE)* / Pyrates Smart Fabrics (ES)* / Satab (FR)* / SNT (KR)* / Unitex (TW)*

- **INNOVATIVE TECHNOLOGIES**: 5 companies specialised in the development of advanced technologies in the create fashion industry. An active intelligence, where technology is embedded in a material, a garment, an accessory.
  - De Rigueur Lab (FR) / Shieldtags (ES)* / Euveka (FR) / KC Textil (DE)* / Verisium by Kaspersky Lab (RU)

- **PROTOTYPES & LABS**: A space to discover working prototypes, test them out and discuss the coming issues and challenges through the R&D work of 2 pioneering organizations in the field.
  - Aitex – Instituto Tecnologico Textil (ES)* / Up-tex (FR)

* New exhibitors
SKILLS²
Clothing to augment our abilities

An inspiring and experiential exhibit presenting:

• **Four smart garments made by fashion tech designers** who have worked on the definition and possibilities of 'augmented' beings: Maartje Dijkstra, Anrealage, Ying Gao.

• **A selection of forward-looking materials** created with the matériO’ fabric library.

• **A virtual reality installation conceived by the international and interdisciplinary BeAnotherLab collective** which will explore the subjectivity of reality by exchanging our own vision for another. Thus, two participants, face to face, will be virtually displaced into the body of the other. Through a series of exercises related to cognitive and perceptual abilities, they will touch and handle their surroundings, from inside this other skin. An astonishing and inspiring anticipation scenario as to our own capacities and means of being with the other - even being the other - while remaining oneself.

• **A new program of conferences:**
  How can exhibitors help? How far could clothing go in helping us surpass our own abilities and our own human condition?
  A series of conferences with an inaugural keynote by Pascal Morand, President of the Fédération de la Haute Couture et de la Mode, a partner in the project.
A new program of conferences

Tuesday 12 February


2 - 3pm: Exhibitors’ pitches

3 - 3:30pm: Keynote, ‘Technology and Soft Power: the case of the fashion industry and luxury’, a report commissioned by the Fédération de la Haute Couture et de la Mode, with Robin Caudwell, Assistant project head, Fédération de la Haute Couture et de la Mode, who sheds light on the upheavals and transformations generated by the digital revolution and the advent of new technologies applied to the field of fashion.

4 - 5pm: Round table ‘Sportwear and the spirit of innovation’ with Pascal Morand, President of the Fédération de la Haute Couture et de la Mode, partners in this project, and Rachel Muscat, consultant to Pharrell Williams and General Director of Collaborations for Adidas for nearly 10 years, and Pierre Kaczmarek, founder of Afterhomework.

5 - 5:30pm: Keynote ‘What is an Augmented Self and how could it overlap with desirable futures?’ by Noémie Balmat, Co-founder of the “Futur 404” media platform, and co-author of “Futur”, which will be launched at the show.

5:30 - 6:30pm: Wearable Lab Opening Cocktail

Wednesday 13 February

10 - 10:30am: Keynote, ‘Fashion & Biomimicry’ by Dounia Dems, CEEBIOS – European Center of Excellence in Biomimicry. How does nature allow us to invent and find new paths?

11am-12pm: Exhibitors’ Pitches, from the Wearable Lab.

12pm - 1pm: Masterclass ‘From Concepts to Reality’, presented by Wearable Media.

Building a Fashion Tech product involves many steps. As a fashion player, how do you plan your product design from concept to functional prototype and finally a product on the market? This masterclass traces a fashion-tech product from concept to reality.

2 - 2:30pm: How to source online using the Première Vision Marketplace?

With Gaël Seguillon, Director of the Première Vision Marketplace.

3 - 4pm: Masterclass “Building a team” by Wearable Media

Building a fashion technology product involves many experts, from fashion design to material science, data scientists, electric and software engineers. As a product lead, entrepreneur or business, how do you put a team together for a Fashion Tech project? Who do you hire at each point of the product’s research and development? How do you expect them to work with each other? In this masterclass, we will take a look at who you need to hire and how to build a collaborative team for a winning Fashion Tech project.

4 - 4:30pm: Keynote, ‘Fashion & the Augmented Body’ by Muchaneta Kapfunde, Founder of Fashnerd.com and a key player in the world of Fashion Tech. The influential Muchaneta Kapfunde gives us her sharp and exciting look at the ambition of fashion to increase our own performance through the use of new technologies.

Thursday 14 February

10-10:30am: Keynote, ‘High-tech materials and uses to consider’ by Stéphan Verin, Up-Tex. High-tech markets are a source of inspiration for textiles and fashion, leading to questions regarding both the materials themselves and the use of the data collected.

11 - 11:30am: Keynote, ‘Incredible materials!’ by Judith Goyaud-Schiltz, MatériO. Le temps d’une rencontre, Judith Goyaud-Schiltz presents us her incredible material library which is full of treasures and secrets for all creative people in search of innovations and surprises. By promoting the spirit of decompartmentalization and transversality, it reveals how unexpected materials can enrich the field of fashion.
“The earliest bridges between sport and fashion were created some 100 years ago. Sportswear originated in the U.S., but French designers weren’t far behind. Jean Patou designed an outfit with a pleated white skirt and a sleeveless cardigan for Suzanne Lenglen that completely revolutionized tennis dress codes.

Over the decades, sportswear has come to the fore in fashion by symbolizing a way to be cool without being casual.

And Fashion Tech stamped the fabric of this relationship with new codes. Innovative materials and smart clothing are key. It isn’t about being free and relaxed anymore, that’s already a given. Now it’s about being alert and effective. Comfort is always present, which is not tantamount to being fashionable, in fact it’s often the opposite.

But the excitement of sport and that of fashion are merging more than ever, generating uncharted territories.”

Pascal Morand,
Executive President, Fédération de la Haute Couture et de la Mode, partner of the Wearable Lab
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