

15 January 2015

oh darling, let's be innovators.

THE CONFERENCE ON THE FUTURE OF FASHION

JAN 20
GLASHAUS ARENA BERLIN
EICHENSTRASSE 4, 12435 BERLIN

www.fashiontech.berlin

#FASHIONTECH BERLIN IS POOLS ITS STRENGTHS: START-UPS, CREATIVITY AND TECHNOLOGY

The launch of the digital future of fashion: on 20 January 2015 in the midst of Berlin Fashion Week, PREMIUM, SEEK and re:publica are hosting the first-ever #FASHIONTECH conference, which will bring together innovative designers, experts and creatives from the intersection of fashion and technology.

Digitalisation processes and the advent of smart clothing are revolutionising the fashion industry, challenging the status quo and opening the way for innovative companies to embrace new business models, markets and products. Wearables have long since been more than just fitness-tracking armbands and smartwatches. Young and established fashion designers are experimenting with wearables for the entire body, from smart street style or sportswear like snowboard jackets that automatically adapt to the temperature through to programmable haute couture.

The vision: products that combine function with good design - the technical aspect should either be a stylistic element or subtly hidden from view. The challenge: labels and technology companies must combine fashion know-how with technological expertise in order to survive on the market of the future.

The #FASHIONTECH conference in Berlin is a partnership between top fashion trade shows PREMIUM and SEEK and the world's leading technology conference re:publica, making it a unique platform for expert knowledge from both sectors.

"The line between fashion and technology has been visibly blurring for a while now and this is a very exciting trend. Companies like Nike and Apple were pioneers of this development. They recognised that their users not only had an affinity for technology; they were fashion conscious, too. This is a trend that is revolutionising and redefining the industry. There is an incredibly vibrant start-up scene in this sector and as a leading innovator, we have organised our conference in order to provide an appropriate platform for key players from the technology and fashion industries to get to know one another," says Anita Tillmann - Founder, Owner and Managing Director, PREMIUM Exhibitions

"With #FASHIONTECH, we are introducing a new concept that will bring together various sectors from within the creative economy. Fashion and technology are both lifestyle industries that increasingly have a lot in common - and Berlin is at the forefront of the convergence. re:publica is delighted to be able to offers visitors an exciting glimpse into the future," explains Andreas Gebhard - Managing Director, re:publica

Experts such as Lisa Lang from the agency ElektroCouture and the journalist Felicitas Hackmann will be evaluating the current market and future prospects for wearables, while Fabian Hämmert from the Design Research Lab at the Berlin University of the Arts will be demonstrating how wearables can make a difference to society.

Pioneers on the wearables scene will be presenting their projects and practices at #FASHIONTECH, among them the Berlin DIY collective Trafo Pop, whose members design neon light-up jackets studied with LEDs. They are also contributing to the movement with events such as Wear It, the first festival for wearable technology and art. Stilnest will be showing us how 3D printers can be used to make jewellery and the designer Phoebe Heess will be explaining her futuristic solo collection Black Current and its focus on high-tech materials and the health-goth look.

Technology is merging with clothes and accessories, but digitalisation is also changing manufacturing processes, marketing and distribution. At #FASHIONTECH, we will be discussing the problems and the opportunities that arise from digitalisation, with talks on the use of social networks like Instagram as marketing platforms, crowdsourcing, crowdfunding as a means of funding projects, and changes in innovation procedures. Innovations in the highly complex wearables segment usually come about as a result of collaborations between big and smaller, more specialised players.

There will be an opportunity for independent artists and designers, innovators and representatives of established fashion and technology companies to swap ideas at the ensuing #FASHIONTECH networking event in the evening. Enjoy a drink and network in an informal environment.

The conference on 20 January constitutes the prelude to further events with a focus on the digital future of the fashion business: at re:publica 2015 from 5 to 7 May, wearables and smart textiles will be on the agenda as part of the technology conference's highly varied programme. At the next Berlin Fashion Week (7 -10 July), there will be another #FASHIONTECH conference that will address the most recent developments in the fields of fashion and technology, providing an innovative platform for the exchange of ideas.

STAGE 1

HOST: OLE TILLMANN (PEAK BERLIN)

11:00 - 11:15	ANITA TILLMANN (PREMIUM) & ANDREAS GEBHARD (RE-PUBLICA) WELCOME TO #FASHIONTECH BERLIN
11:15 - 11:45	OPENING KEYNOTE FABIAN HÄMMERT (DESIGN RESEARCH LAB): „DRESS/CODE: INTERACTIVE TEXTILES“
11:45 - 12:05	THOMAS ANDRAE (3M): „WEARABLES IN THE CONTEXT OF IOT AND INDUSTRIAL APPLICATIONS“
BREAK	
12:15-12:45	AMY CONGDON (DESIGN RESEARCHER): „FUTURE FASHION: GROWING MATERIALS IN THE LAB“
12:45-13:30	LIGHTNING TALKS 1: „DIVE INTO FASHION, TECH AND WEARABLES“ PHOEBE HEESS (ADIDAS + BLACK CURRENT): „INNOVATION WEAR“ DAN MARAVILLA (HEX): „MAKING THE JUMP FROM THE FASHION INDUSTRY TO WEARABLE TECHNOLOGY“ CECILIA PALMER (FASHION & CODE): „WEARABLES AND THE CRAFTSMANSHIP OF FASHION“ TOBIAS DREWS (AUDI): „FROM FASHION TO AUTOMOTIVE“
13:30-14:15	LUNCH BREAK & SCREENING OF THE DOCUMENTARY „THE NEXT BLACK - A FILM ABOUT THE FUTURE OF CLOTHING“ PRESENTED BY AEG
14:15-14:45	LISA LANG (ELEKTROCOUTURE) & FELICITAS HACKMANN (VENTURE VILLAGE): „WHAT IS REAL WEARABLE TECHNOLOGY?“
14:45-15:15	LIGHTNING TALKS 2: „THE FUTURE WE'RE ALL WAITING FOR: GADGET TIME“ SOPHIE WILLBORN (HEADWAVE): „THE NEXT GENERATION OF LOUDSPEAKERS FOR HELMETS“ SVEN SCHREIBER (PROGRESSIVE3D): „SUCCESSFULL VIRTUAL REALITY FOR THE MASSES“ NIKOLA J HVID (BRAGI - THE DASH): „THE WORLD'S FIRST COMPLETELY WIRELESS HEARABLE“ MATT HEISING (ADIDAS): „WEARABLE TECH IN SPORTS“
BREAK	
15:30-16:00	MAREIKE NIEBERDING (JOURNALIST): „WELCOME TO THE SECOND DIMENSION - FASHION IN THE AGE OF INSTAGRAM“
16:00-16:30	LIGHTNING TALKS 3: „DIGITAL IS COMMUNICATION: CREATIVE WAYS TO CONNECT“ BENJAMIN GÜNTHER (STYLIGHT): „THE ONLINE FASHION JOURNEY“ ANITA HEIBERG (13 DRESSES): „CROWDSOURCING INNOVATION FOR SUSTAINABLE FASHION“ PIERRE SAPIN (BORN.COM): „BEYOND CROWDFUNDING“
BREAK	
16:45-17:15	LIGHTNING TALKS 4: „SKILLS AND METHODS FOR THE FUTURE OF FASHION“ THOMAS GNAHM (TRAFO POP / WEAR IT): „MAKE IT, WEAR IT, RIDE IT“ JULIAN LEITLOFF (STILNEST): „HOW 3D PRINTING IS CHANGING THE GAME OF DESIGNER JEWELRY“ ESSI JOHANNA GLOMB & RASA WEBER (BLOND AND BIEBER): „ALGAEY - ENVISIONING FUTURE CRAFTS“
17:15-18:00	ANITA TILLMANN (PREMIUM) & ANDREAS GEBHARD (RE-PUBLICA) NIKOLAUS ROETTGER (WIRED) & WAYNE-ANTHONY GRIFFITHS (AUDI): „CLOSING KEYNOTE CONVERSATION“
18:00-19:00	NETWORKING & DRINKS
SHOWROOM	TRAFO POP PHOEBE HEESS, ELECTRONIC TEXTILE INSTITUTE, BLOND AND BIEBER, ALGAEY

STAGE 2

HOST: MARY SCHERPE (STIL IN BERLIN)

12:15-12:45	LISA LANG (ELEKTROCOUTURE), THOMAS GNAHM (TRAFO POP), MARIO BEHLING (MESHCON), MARY SCHERPE (STIL IN BERLIN): „THE STATE OF FASHIONTECH IN BERLIN“
14:15-14:45	YVONNE TESCH & JESSICA HANNAN (CODE IS THE NEW BLACK): „NEXT UP - TECH SOLUTIONS FOR FASHION“
14:45-15:15	KONRAD LAUTEN (GETYOURCROWD): „CROWDFUNDING FASHION“
15:30-16:00	VICTORIA PAWLAK (ELECTRONIC TEXTILES INSTITUTE): „THE FIRST HACKERSPACE FOR TEXTILES“
16:30-18:00	DECODED FASHION MEETUP BERLIN HOST: MARE-THERES RIEGLER & THOMAS JANSON STARTUP PRESENTATIONS FROM THE FASHION-TECH INDUSTRY: - CURASHION - BLOGFOSTER - VIRTUSIZE PANEL DISCUSSION „SOCIAL MEDIA ROI: GETTING IT RIGHT IN 2015“
18:00-19:00	NETWORKING & DRINKS
SHOWROOM	TRAFO POP PHOEBE HEESS, ELECTRONIC TEXTILE INSTITUTE, BLOND AND BIEBER, ALGAEY

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