

HIGH TECH MEETS HIGH FASHION

HIGH TECH MEETS HIGH FASHION SHOW

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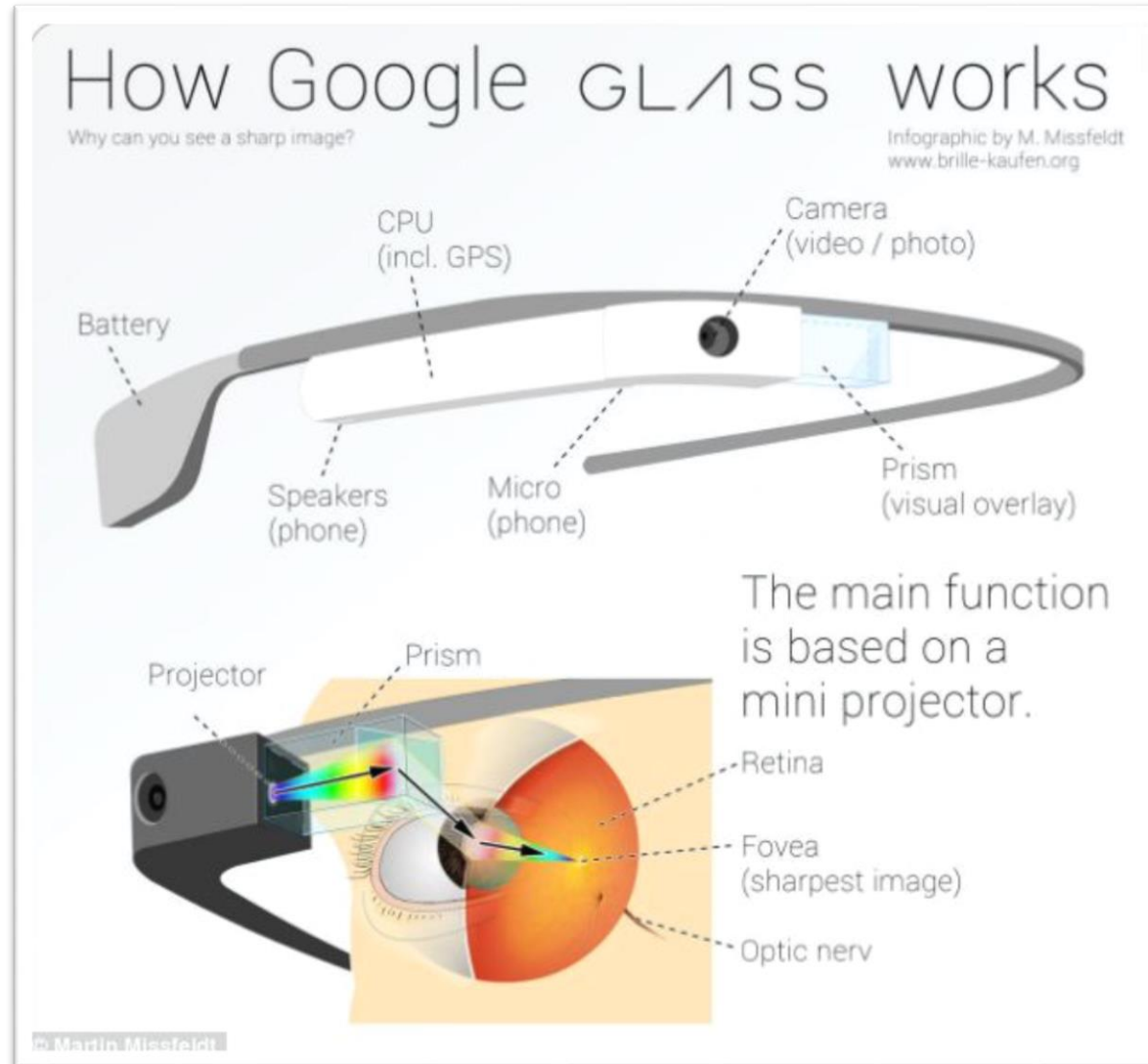
THE GLOBAL SPOTLIGHT
ON UK INNOVATION



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FUNCTION OVER FORM



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2014: WHEN TECH MET FASHION



Intel & Opening Ceremony



Apple & Beats



Google & Diane Von Furstenberg

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IC TOMORROW: MATCHMAKING STARTUPS & BRANDS



The Unseen: Digital Innovation
Contest in Fashion winner, 2013

Secured £25k to build tech +
partnership with luxury retail
company Holition

Featured in Wired, Bloomberg TV,
TED talk, Radio 4, won Hospital 100
Award...

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COMING UP...

Wearable Computing Innovation Contest

- Funding + industry partnerships
- Launch: 12 January 2015
- Programme: IC tomorrow
- More info: @ICtomorrow, www.ictomorrow.co.uk

Wearables Assembly

- When: 5:30pm, 18 November at Connected Digital Economy Catapult
- Organised by: IC tomorrow in partnership with the Knowledge Transfer Network
- More info: @ICtomorrow, www.ictomorrow.co.uk

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Lauren Bowker

The Unseen

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@_SEETHEUNSEEN





A black and white photograph of a woman with a large, elaborate headpiece made of many white flowers and long, dark leaves. She is looking directly at the camera with a neutral expression. Her right hand is resting on her chest. She is wearing a light-colored, possibly lace-trimmed garment. The background is a bright window with sheer curtains, and the lighting is soft and natural. The overall mood is serene and artistic.

*Paradise Island: Kate
worn a headpiece of
flowers & PRACHIN &
REUTHER, who are
dressed in Dolce &
Gabbana, and a classic
floral ring in her hair, with
all the elements of
DAVID MACKIN*

















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Matthew Drinkwater

London College Fashion

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F/A



F/A

WE WORK AT THE CROSSROADS OF FASH/ON
RETA/L AND TECH.

WE ARE CHANG/NG THE WAY THAT DES/GNERS
CREATE, SHOW AND SELL COLLECT/ONS.

WE CONNECT THE BR/GHTEST TALENT
W/TH ESTABL/SHED GLOBAL BRANDS.

WE SEEK OUT NEW AVENUES OF
CONSUMER ENGAGEMENT.

THE RESULTS ARE OR/G/NAL, ENGAG/NG,
AND LUCRAT/VE.

WE ARE NOT-FOR-PROF/T, FUNDED BY THE
EUROPEAN REG/ONAL DEVELOPMENT FUND.



GARETH PUGH X ABSOLUT MODE ED/T/ON

We have the ability to tap into the Fashion Digital Studio at London College of Fashion (LCF) and so we have access to the latest technology, such as 3D printing.

For the Absolut Mode collaboration Gareth designed a collar for the Absolut bottle that was 3D printed at LCF. This limited edition run was sold exclusively at Harvey Nichols and Selfridges.



FYODOR GOLAN X NOKIA

Nokia approached the FIA last year with a simple brief - “do something disruptive at London Fashion Week”. We devised the concept for this project and teamed Nokia with designers Fyodor Golan who designed a super smart skirt, combining 80 Nokia Lumia 1520 mobile phones. The innovative skirt was created by tech studio Kin and it used static pictures captured by the phone, as well as live feeds - allowing it to change around the wearer and their day.

The skirt was showcased on the catwalk at London Fashion Week in February 2014.

5% of LFW tweets were Nokia related. They generated 1.4 million euros worth of PR coverage from this project within six weeks of the launch.



A. SAUVAGE X MICROSOFT

Microsoft Mobile Devices wanted to partner with a British menswear designer to create the world's first pair of wireless charging trousers, embedding Microsoft Nokia's wireless charging technology, so that users never need to worry about running out of phone battery.

Adrien Sauvage the man behind the label A. Sauvage was selected for his modern sartorial menswear designs, as well as his connections in celebrity circles and the worlds of fashion, music, film, sport and politics. As well as designing the trousers, he directed the campaign photography and involved his friends George Lamb and Tinie Tempah in endorsing the product.

The technology (known as inductive charging) came from the Nokia DC-50 wireless charging plate, this was dismantled and reassembled within a front pocket of the trouser. By integrating wearable tech into a wardrobe staple, Microsoft are making the technology more accessible to the image conscious.

The trouser launched at London Collections: Men, June 2014.

The unique piece was exclusively available for pre-order on the Amazon online store.

The advertisement is a collage of images. At the top left, a hand holds a smartphone over a technical diagram labeled 'SAUVAGE'. To its right, a close-up shows a smartphone's charging interface. On the far right, a large black and white photo shows a man smiling while holding a white mug. The central focus is a full-body photo of two men, George Lamb and Tinie Tempah, standing side-by-side. George Lamb, on the left, wears a light grey suit over a white t-shirt with a graphic. Tinie Tempah, on the right, wears a maroon blazer over a white shirt and a dark tie. Text overlays on the left side of the central image include 'A. SAUVAGE', 'DRESS EASY', 'STAY CHARGED', '#WIRELESSCHARGING', and the Microsoft logo. On the right side, partially obscured, is text about the collaboration: 'A. SAUVAGE X MICROSOFT', 'MICROSOFT MOBILE DEVICES', 'FASHION DESIGNER A. SAUVAGE', 'COLLABORATED TO', 'THE WORLD'S FIRST', 'PHONE CHARGING', 'AND', 'THE', 'NOKIA', 'DC-50', 'TECHNOLOGY'.

FYODOR GOLAN X M/CROSOFT

Microsoft and Fyodor Golan collaborated yet again to combine smart technology and fashion to reinvent the catwalk show at London Fashion Week in September 2014. By combining images captured live on the Lumia 830 smartphones to augment style and mediate reality with advanced CGI technology, the show was projected in real time onto screens within the catwalk- merging fashion and smart technology to connect the audience with the modern collection.

The app, custom made for Windows Phone 8.1, captures imagery from the Lumia 830's 10 MP camera viewfinder in real time, and within less than a second, runs a script through Nuke, (the same CGI software used in Avatar), to project onto a four meter pyramid in the middle of the runway. The CGI mediated the image as the model walked down the catwalk, filtering it with Fyodor Golan inspired colour pallet and print imagery.



F/A

Disney

X

R/CHARD N/COLL



F/A

R/CHARD N/COLL X D/SNEY

Pixie dust as inspiration

Fibre Optic material a starting point

How to be credible?

How to make it beautiful?

How to make it desirable?



F/A

R/CHARD N/COLL X D/SNEY

A genuine collaboration between tech and fashion

Designer, pattern-cutters and engineers working in the same studio



F/A

R/CHARD N/COLL X D/SNEY

Dress created in 10 days

Fitting at London Fashion Week





“THE F/RST EXAMPLE OF TRULY 'BEAUT/FUL' WEARABLE TECH.”

FORBES

“T/NKER BELL FOR THE 21ST CENTURY.”

THE /NDEPENDENT

*“FA/NT/NG OVER THE OPEN/NG LOOK AT R/CHARD N/COLL
–A L/GHT UP F/BRE OPT/C LED M/N/DRESS.”*

TATLER

F/A

COLLABORAT/ON DR/VES /NNOVAT/ON.

CREAT/V/TY FASH/ONS CHANGE.

THE FASH/ON /NNOVAT/ON AGENCY /
NV/TES YOU TO WORK W/TH US.





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