

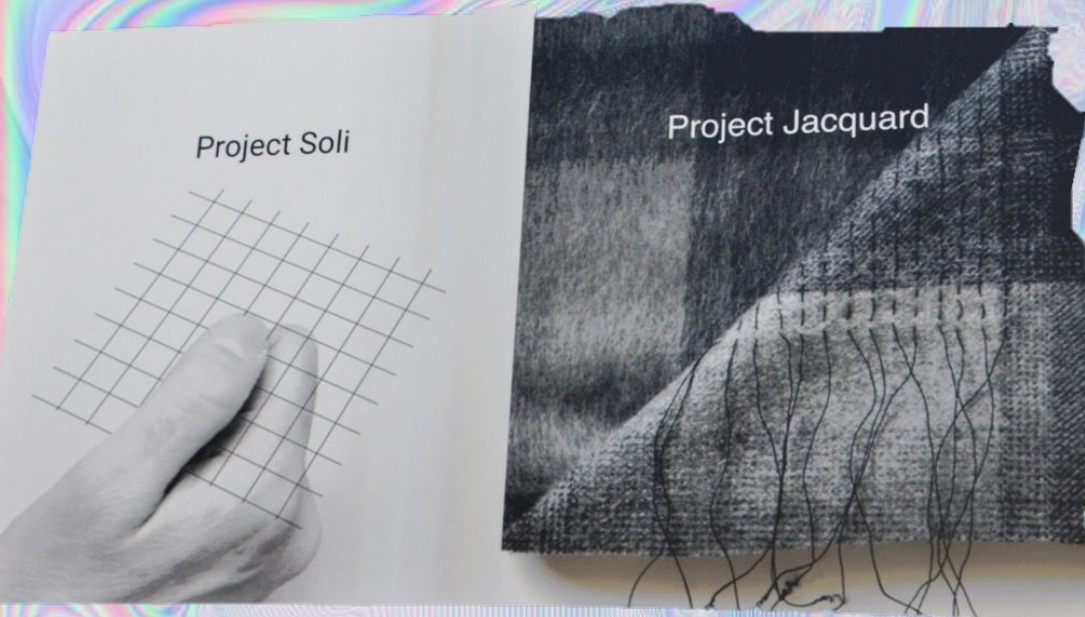
High technology in fashion

A jacket that changes color on mood, and a dress that can call a taxi - the future of fashion has already come!

forecasts and high expectations

So, 2018 has passed, and we still lace up our own sneakers unlike Marty McFly in the movie "Back to the future". And this is not the only forecast that has not come true. But there is nothing to grieve about, science and fashions went other, much more interesting away. In addition to the desire to make our lives easier, fashion and technology are now working together to elevate responsible consumption to the highest value (to increase the value of responsible consumption), looking for a suitable compromise between

beauty, functionality,
environmental friendliness
and
technological fabrics
&
production methods.



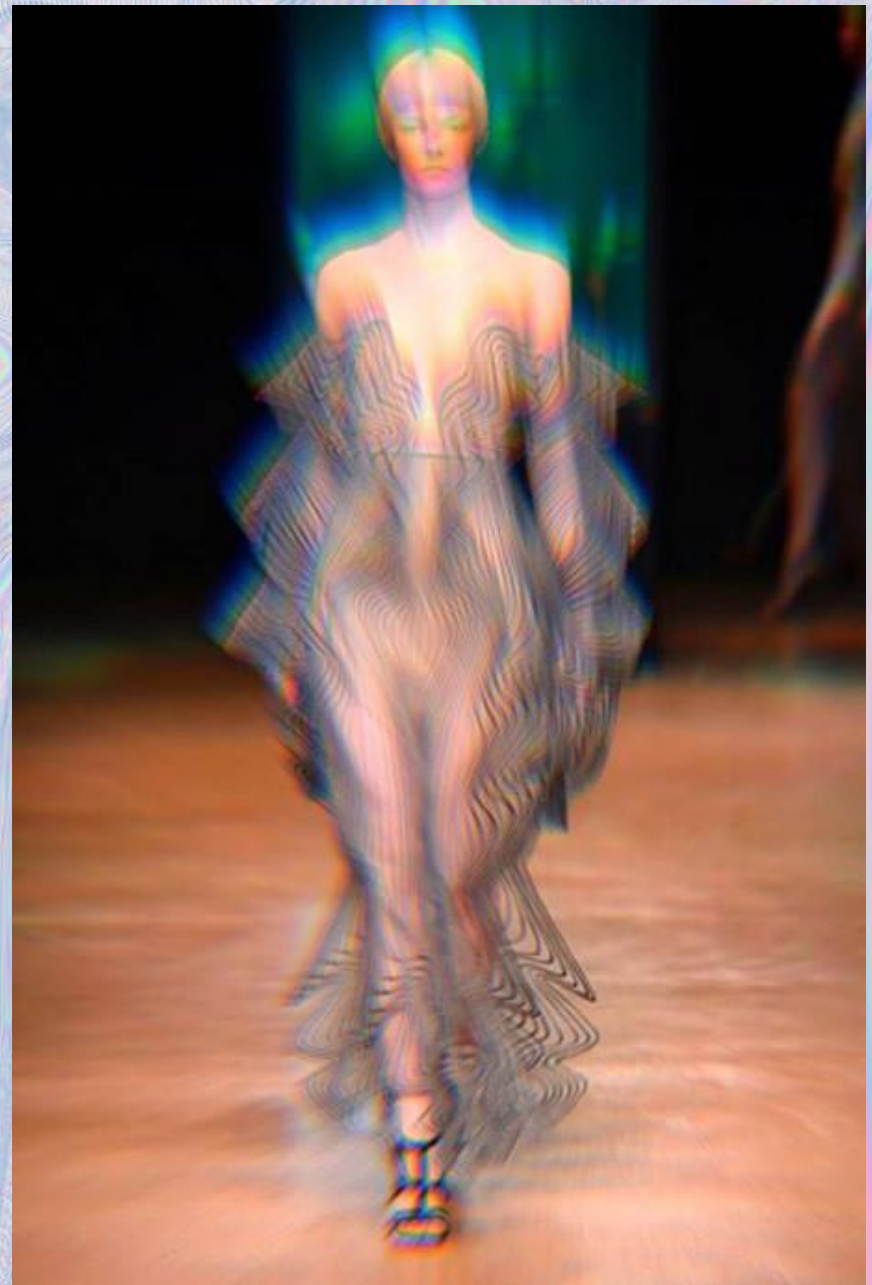
High technology & ecology

- The largest startup in this field – fashion Tech Lab of Miroslava Duma – grows diamonds (Diamond Foundry) and synthesizes fabrics from orange peels (Orange Fiber) in laboratories, the equipment of which will be the envy of any Academy of Sciences.
- Meanwhile, TED talks about how to grow a completely eco-friendly fabric at home from ingredients found in your own kitchen.



And experts insist: just a couple of years – and the clothes we will no longer buy, and print, downloading files with a new dress or coat from the Internet.

In the meantime, we still do not have a 3D printer in every room, one of the main popularizers of "printed" clothes can be considered the Dutch Iris van Herpen, who has been creating collections for 10 years, working with innovative materials and experts from the field of science.

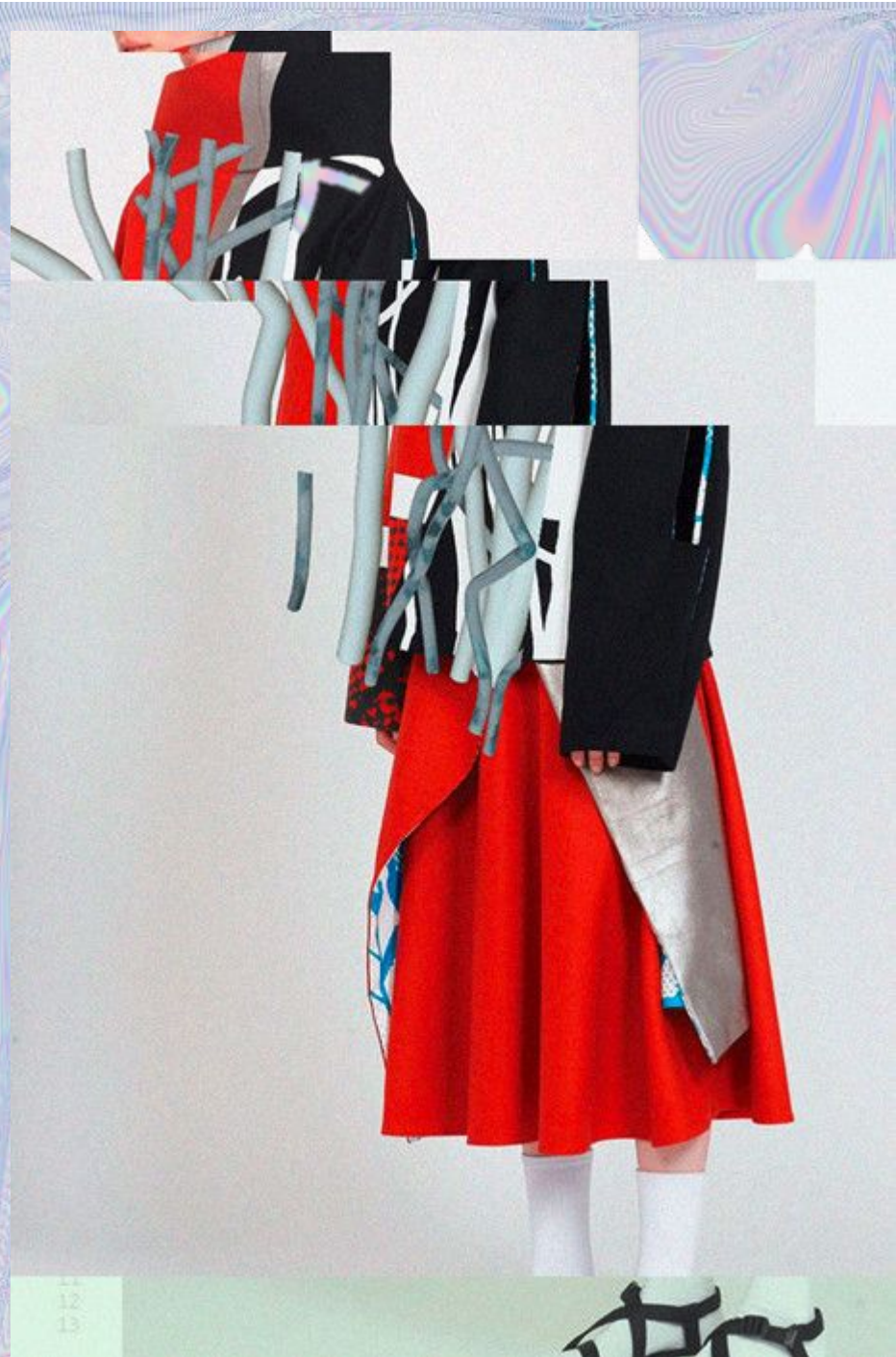


Iris van Herpen

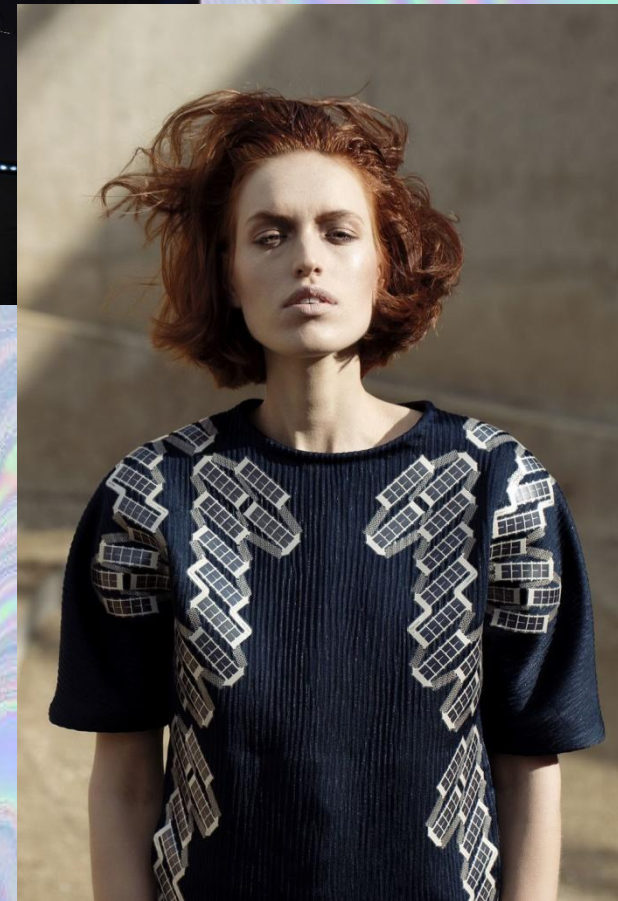
Perhaps the most understandable and accessible area in the system of interaction between fashion and technology is "wearable tech".

Literally-technology that can be worn. Starting with "smart" watches, gadgets and innovative designs from accessories have moved into the clothes.

Despite the fact that the game with "wearable tech" now look quite confident, experiments with the introduction of technology directly into things is very naive. Of course, this is naive only in comparison with what predicted scientists and industry experts.



So, the Dutch Pauline van Dongen experiments, introducing solar panels or technology into fabrics, which forces the owner of the thing to feel "here and now". The jacket remembers the motor skills of its owner and reacts to the next "period of stagnation" with a light push in the back, provoking concentration and focus on the current moment.



American brand Ab[Screenwear] with Russian founder Olga Petrova-Jackson sews clothes made of fabric that changes color depending on the lighting and creates the effect of the liquid crystal screen on the body.



French Clara
Daguin sewing in
things sensors
pulse readings
which affect the
color and signal to
others: "do not
approach" or,
alternatively:
"Talk to me".



Spectacles produce glasses that shoot and send photos to Snapchat themselves.



The next step is the "smart" Google threads created within the «Project Jacquard» project, which adjust to the ideas of designers, for example, the ability to control stress or contactless taxi call. The first swallow is a joint collection with Levi's, which provided cyclists with the opportunity not to be distracted from the road on trifles like answering a call or choosing a song from the playlist.

It seems that this is only the beginning.
Whether still will be!

