

THE CATEGORIES

HEALTH & WELLNESS / Can you design something, that ...

- ... promotes the passengers' sleep and relaxation?
- ... makes the cabin crew's uniform even more multifunctional?
- ... decreases the jetlag effects?
- ... equips all cabin crew members for any climate zones they might enter during their flight?
- ... alerts passengers about possible imminent medical conditions?
- ... helps passengers who need to cope with their fear of flying?

SERVICE ENRICHMENT & PROCESS / Can you design something, that ...

- ... makes switching the seats easier?
- ... can display any necessary passenger information the cabin crew needs at any time?
- ... can make crew members better visible in cases of emergency?
- ... can make the identification of closed and open seat belts easier?
- ... ensures the completeness of the crew members' uniforms?
- ... gives passengers real time information about their transit schedules?

COMMUNICATION / Can you design something, that ...

- ... simplifies the communication between the passengers and the cabin crew?
- ... simplifies the communication between all cabin crew members within the airplane?
- ... removes the language barrier between passengers and cabin crew members?
- ... replaces the tablet and makes the crew more agile?
- ... makes the cabin crew aware of all passenger calls?

THE JURY



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TELEKOM FASHION FUSION & LUFTHANSA FLYINGLAB

FASHION
FUSION



LIFE IS FOR SHARING.

TELEKOM FASHION FUSION CHALLENGE & LUFTHANSA FLYINGLAB

Join the most daring challenge ever – a challenge above the clouds.

FASHION FUSION is an ideas competition by Deutsche Telekom. Together with **LUFTHANSA** and additional partners, we encourage creative minds from fashion and technology to team up, engage and challenge the fashion status quo with groundbreaking concepts. The **TELEKOM FASHION FUSION CHALLENGE & LUFTHANSA FLYINGLAB** aims to enrich the customer experience and to make flying more comfortable than ever through tech innovation.

We invite fashion talents and tech experts to submit their ideas to enhance the long distance flight experience by the use of fashion and technology and to turn flying into a relaxing, joyable and more pleasant experience than ever.

We want you to not only tackle the issues that concern passengers, but also the cabin crew by equipping them with wearables and smart uniforms that take us into the future of flying.

Your first touchpoint: Join us at the Fab Lab in Berlin on July 5th, 2017 at 1pm to introduce yourselves and your ideas!

In collaboration with Lufthansa and further partners, Telekom will host a workshop where you can learn more about the challenge. This workshop will prepare you for the actual challenge which will take place in Berlin between September and December – the **TELEKOM FASHION FUSION CHALLENGE & LUFTHANSA FLYINGLAB**.



HOW TO TAKE PART

This is where you will see your idea come to life, mentored by high-profile coaches, using the high-tech facilities of the Fab Lab Berlin. We're talking about 3D printers and laser cutting machines. Your prototype will be presented on a flight to CES (Consumer Technology Association Conference) which takes place on 9th January 2018 in **LAS VEGAS!**

We take your idea above the clouds. Literally.

We love to see your vision grow and offer further unique collaborations under the umbrella of **FASHION FUSION** after a successful piloting because we are here for the long haul. Sign up now.

CHALLENGE INFORMATION

Competition opens: 29th June 2017
Competition closes: 15th August 2017

Please submit your groundbreaking ideas for the **TELEKOM FASHION FUSION CHALLENGE & LUFTHANSA FLYINGLAB** here:
FASHIONFUSION.TELEKOM.COM

#FASHIONFUSION
#FLYINGLAB

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APPLY NOW!

FASHION FUSION CHALLENGE 2016
3D printed biker jacket / mini skirt / gaiters and wedge heels
from Chitin Noise collection by Maartje Dijkstra.

FlyingLab

Experience the Future of Flying



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 **Lufthansa**