



ERLEBEN, WAS VERBINDET.

Bonn/Frankfurt, July 2018

TELEKOM FASHION FUSION 2018 | FINALISTS

KEYPOD

Team: Sharon Greenberg, Roman Alperovich, Einat Israeli

Country/City: Israel/Haifa

Category: Business Solutions / Technology Platform

Link: KeyPodOn.com

Clothes with Superpower: KeyPod aims to add interactivity to any apparel or accessory. Its mission is to enable the mobile-first generation to focus on the experience, on the here and now, while being on the move. With smart clothing, people can activate their favorite running application, change playlists, order a taxi, push-to-talk and do so much more, without touching or being distracted by their smartphones.

KeyPod is an Israeli startup that has developed the first scalable solution for brands. The revolutionized embedded unit is small, light, washable and has years of life battery. Not only it allows brands to upgrade their products but also to monitor trends and unlock hidden patterns.





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VIBRACE.

Team: Yannik Wendt

Country/City: Germany/Wuppertal

Category: Connected Devices & Smart Accessories

Link:

VIBRACE. offers a better, smarter way to guide people through unknown areas.

It's a bracelet with two vibration-motors, a bluetooth-connection and a small micro-chip. It is able to tell the user where he has to go just by a tactile feedback on the left side or the right side of his or her forearm.

VIBRACE. offers plenty of usecases for a smart tactile-navigation solution: Simply create your own usecase by a drag-and-drop programming app on your smartphone ("If button is pressed two times, guide me to my hotel"), upload them on your bracelet and share them with your friends and the community!





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NETWORK NERVES

Team: Cynthia Becker, Chiara Baier

Country/City: Germany/Hamburg

Category: Haute Couture & Show Fashion

It's showtime! The Network Nerves project is aimed at performers (artistes, singers, or dancers, for example) looking for new ways of expressing themselves on stage and interested in using the latest technology and smart textiles to create those spectacular Wow! experiences for their audiences. At the moment the team is developing a very particular model: a bodysuit over whose surface are distributed a number of small, flexible tubes filled with glowing substances which can be pumped around the body or drawn back in, in a similar way to the pulse of the carrier, using a pump integrated into the suit.





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PROJECT LOVE

Team: Katherine Scott, Petra Beins, Chinedu Ogueri

Country/City: Belgium/Antwerp

Category: Business Solutions & Smart Devices

To allow people whose body shapes fall outside the general norm – because of a disability, for example, or because they are extremely under or overweight or very tall – to access fashionable clothing: that is the aim of Project Love. With the help of a body scan, 3D-knitting and traditional sewing machines, it should be possible to create apparel tailor-made for individual customers – customized to their individual needs.





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SMART ORTHOSIS

Team: Lisa Feuchtner, Viktoria Hase

Country/City: Deutschland/Hamburg

Category: Connected Devices & Smart Accessories

Back pain due to bad posture while sitting (and spending too long in a seated position), too little exercise and underdeveloped muscles is a very widespread problem. Smart Orthosis is designed to help correct unhealthy body habits and to use electrical impulses to improve posture. Worn as a smart top, the garment has warm patches and vibration elements embedded in it to help ease acute back pain. The garment can be connected to the wearer's smartphone via Bluetooth, so the he or she can adjust and control its functioning via an app. As the Smart Orthosis takes the form of a tight-fitting top, it can be worn almost invisibly under everyday clothing.





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INTERKNITTING

Team: Zsófi Lévai, Sarolta Setet, Zoltán Istenes

Country/City: Hungary/Budapest

Category: Haute Couture & Show Fashion

Link: <http://zsolevai.com/portfolio/interknitting/>

The idea behind Interknitting is to make human communication visible using wearable knitted interfaces. When we see and hear, when we read the body language of others or feel their touch, such interactions produce reactions in us. Interknitting can make reactions visible through the use of different soft interfaces, one of which responds to sound, another to movement, another to touch, while the other two can synchronize with one another whenever two wearers encounter one another. The status of their interaction is made visible by the LEDs embedded into the clothing. The collection is made of natural materials as Merino or Kashmir wool, which are both sustainable and capable of protecting the sensitive sensors embedded in the garments.





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INFIMÉ

Team: Inbar Carmel, Nitzan Carmel, Michael Litvin

Country/City: Israel/Tel Aviv

Category: Business Solutions & Smart Devices

Link: <http://www.infime.tech/>

Infimé developed a virtual fitting room for the fashion world, specialized in Swimwear, Lingerie and Active Wear. Based in Tel-Aviv, Infimé works with some of the leading brands, to help them increase sales by optimizing the user experience.

The patent technology helps Infimé to scale, by modelling entire catalogs into 3D rapidly and at high quality from the image product alone, using advance algorithms.

The system uses machine learning to give the retailer valuable data about customers' body types and shopping habits. Infimé's virtual 3D avatar helps increase average cart value and lower the rate of returns. The user clicks a try-on button on her favourite item, enters her body measurements and gets a visualization of the item on a 3D model. Infimé is also working on making the system act as a personal stylist, recommending the correct size for that brand and additional items that customers with similar body types liked. The virtual 3D avatar is available online, in physical stores and VR.





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RADICE

Team: Nele Köstler, Jonas Diezun

Country/City: Deutschland/München

Category: Connected Devices & Smart Accessories

Link: <https://de.radicesleep.com>

The idea of Radice is based on getting a good night's sleep – because after all we still spend between about 30 and 35 percent of our time in a non-waking state. While there are now plenty of apps aimed at helping users spend their everyday (working) life in a more structured and efficient way, Radice, with its innovative sleeping mask, is designed to help its user achieve a fresh and energetic start to the day. Aside from having its own selection of stylish sleeping designs in pure silk, the app-controlled sleep mask is designed to send one off to a refreshing sleep and keep one there, with the help of special features such as sleep tracking or embedded light therapy sensors.

