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Neue x FIT: In The Business Of Exploring The Integration of Technology in Fashion

How can the merger between fashion and technology give birth to new types of connected products, create new digital services, and design new business models?

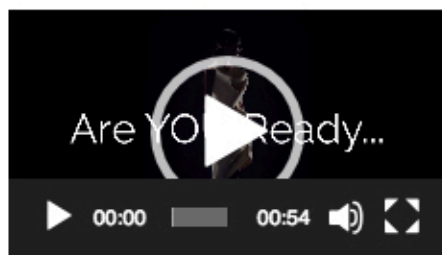
By **Muchaneta Kapfunde** - Apr 13, 2018



It is no secret that **collabs are the way forward**. The latest partnership is between the Stockholm-based fashion tech company **Neue** and the **Fashion Institute of Technology (FIT)** in New York City. Supported by the **Swedish Fashion Council**, the collaboration also highlights Fashion Tech initiatives in Sweden that have been embracing innovation and exploring integration.



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Driving The Future of Fashion Forward

Announced on 6th April 2018, the FASHION TECH NY workshop, developed by Neue and FIT, encourages FIT Bachelor and Master students to explore the integration of technology into garments and fashion business strategies. *"The students will face the same challenges as the fashion industry does today. How can the merger between fashion and technology give birth to new types of connected products, create new digital services, and design new business models?"*, says **Michael Ferraro**, Executive Director of the FIT/Infor Design and Technology Lab.



Fredrik Timour, CEO of award-winning startup Neue lecturing at FIT

The primary mission for FASHION TECH NY is to promote and strengthen technological development and education in fashion, *"We are delighted to support this project. FASHION TECH NY is a great project aimed at educating the fashion professionals and inspiring emerging talents,"* says Jennie Rosén, CEO of the Swedish Fashion Council.

"FASHION TECH NY Is A Great Project Aimed At Educating The Fashion Professionals And Inspiring Emerging Talents"

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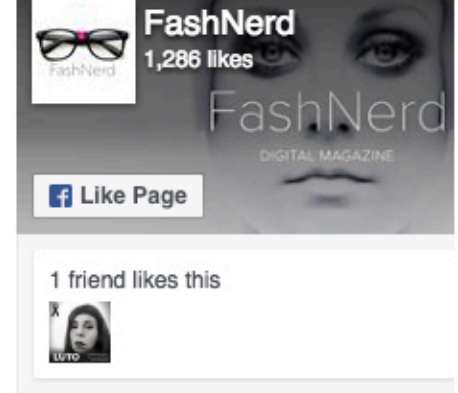
This is not the first time that FIT has partnered up. They also worked alongside IBM and Tommy Hilfiger on a project aimed at advancing the use of AI in the creative process. The collaboration was all about preparing the next generation of retail leaders through a high-impact, real-world learning experience as they begin their careers in the \$3 trillion apparel industry.

The pilot used IBM Research capabilities including computer vision, natural language understanding, and deep learning techniques specifically trained with fashion data. These AI capabilities produced key silhouettes, colours, and a new neural network that designs novel prints and patterns. The FIT students were given access to these IBM Research's AI tools where they could creatively explore and use 15,000 of Tommy Hilfiger's product images, some 600,000 publicly available runway images and nearly 100,000 patterns from fabric sites as a source to bring informed inspiration to the student's design.



Disintegrating the borders between fashion and technology, Neue x Fashion Institute of Technology x Swedish Fashion Council have come up with a three-month-long workshop. It has been designed to give students the opportunity to develop up to three high-end fashion-tech products ranging from the application of technology in fashion business operations to digitally connected garments. Guidance will be on offer from two brands, POC, an innovative company in the production of sports garments and gadgets, and BACK, an internationally renowned brand and key-player in the fashion industry in Sweden.

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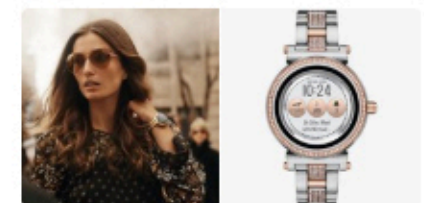
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Prototype To Market

The two Swedish brands will assign students based on their market expertise while encouraging them to explore realistic digital solutions in product and marketing design. On this, project manager Kim Gustafsson, marketing director of Neue, said, *"We have been educating the fashion industry for several years, and this kind of collaboration is the perfect platform for driving the market forward. It also sends a message to the fashion brands out there: it's time to walk the walk; the fashion designers of tomorrow are on the move."*

The [FASHION TECH NY](#) project will run until the middle June 2018.

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FIT x Neue Fashion Tech Designers Disintegrate The Borders Between Fashion And Technology

FIT x Neue lab collab supported by the Swedish Fashion Council reveals progressive fashion tech creations in New York.

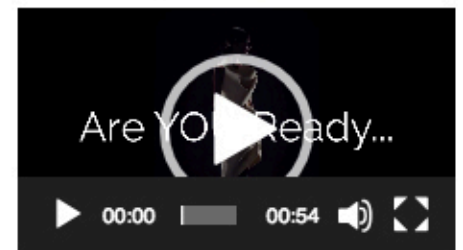
By **Muchaneta Kapfunde** - Jun 15, 2018



Back in April 2018, we wrote about the partnership between Stockholm-based fashion tech company **Neue** and the **Fashion Institute of Technology (FIT)** in New York City. Supported by the **Swedish Fashion Council**, the collaboration, developed by **Neue** and **FIT**, translated two concepts; pleasuring self-love and 'urban' safety, into garments and accessories integrated with NEUE's A2 fashion technology.



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Photo Credit: Jonas Gustavsson, [Photographer]

The three-month-long workshop successfully encouraged FIT Bachelor and Master students to explore the integration of technology into garments and being exposed to solder stations, cables, wires, hardware, sensors, touch material, electroluminescence lights, pincers and apps. and fashion business strategies, while transforming fashion consumers into fashion users simultaneously. On the fashion tech lab objectives project manager **Kim Gustafsson**, marketing director of Neue, said, *"We have been educating the fashion industry for several years, and this kind of collaboration is the perfect platform for driving the market forward. It also sends a message to the fashion brands out there: it's time to walk the walk; the fashion designers of tomorrow are on the move."*



Photo Credit: Jonas Gustavsson, [Photographer]

On 12th June 2018, the project ended with an invite-only dinner at the Swedish Residence in New York. The attending press, industry leaders, the arts and academia were given a preview of the game-changing creations presented by the seven future professionals who participated in the program. Helping them disintegrate the borders between fashion and technology, was **POC**, an innovative company in the production of sports garments and gadgets, and **BACK**, an internationally renowned brand and key-player in the fashion industry in Sweden. Their guidance was vital in the end products which included a bag, garments and accessories designed to encourage shared ownership and increase user desirability.

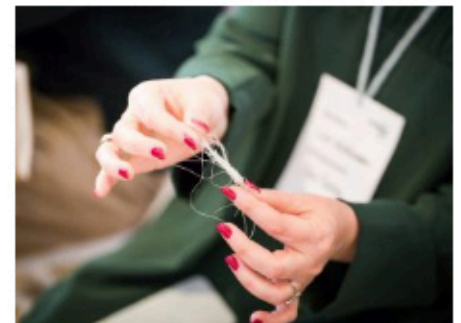
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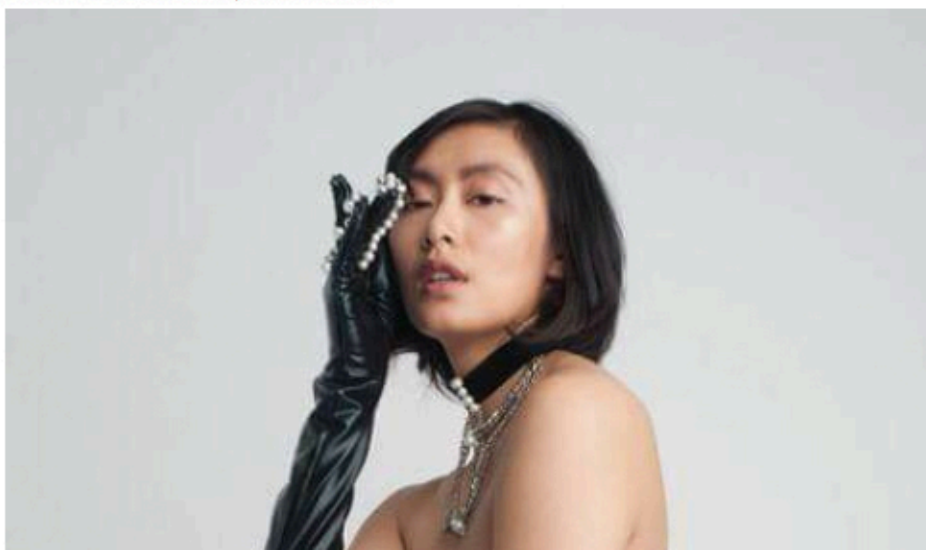
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May 30, 2018



The commuter backpack | Photo Credit: April Blum, [Photographer]

The standout product was the vibrating panties and the electroluminescent wired dress. Controlled via the Swanki app, users can customise functions' frequencies and intensities. The software also allows users to unlock exclusive rewards such as the brand's Spotify playlist. The feature that wowed us most was how the software and interconnected rewards stayed with the owner, even after they passed the wearable garment along. Also worth a mention is the self-love auto masturbation glove which has a voice and app-controlled built-in haptic vibration.



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Another great topic on @Ben_s_cooper's @Io_Clothes 30 in 30 video series on how #ArtificialIntelligence can offer compelling use cases in #SmartTextiles, #SmartFabrics, #Wearables, #FashionTech and #IoT

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Women In Tech



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The self-love auto masturbation glove which has a voice and app-controlled built-in haptic vibration | Photo Credit: April Blum, [Photographer]

Another product showcased at the dinner was the commuter backpack and cycling pants designed with a variety of haptic and visual technologies that made it possible to provide screen-free connectivity for the rider. By optimising the commuter's lifestyle and road experience, Swedish startup NEUE's technology successfully provided a platform for a shared infrastructure by challenging the concept of contemporary ownership.

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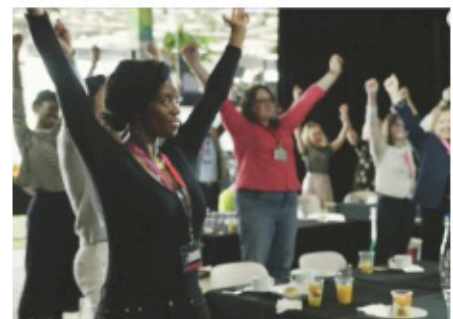
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