

Blickpunkt Wearable Electronics

smartTextiles conquer the fashion scene

fashion today
technics

Das internationale Fachmagazin für
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smartTextiles®

smart Textiles,

wearable electronics, e-fashion - these are the catchwords of the fashion scene: jackets with MP3 player, dirt repellent nano textiles, solar cells on pockets – fashion and textiles are not just decorating – they have gained intelligence. ...



Apart from the ideal placement of all travel accessories, the traveller 06P from Bäumler fits perfectly and offers a high-tech highlight: eBLOCKER. Every pocket has been designed for the respective travel requirements and shows a high-quality manufacturing. Special performance: crease resistant – the elastic fabric from high twisted yarn prevents the suit from creasing even during long journeys. Natural stretch: Even during long journeys you feel extremely comfortable - the comfortable stretch fabric allows a maximum of flexibility in your movements.

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Burton, is one of the leading producers of snowboards and the corresponding garments. The innovative collection Audex combines future oriented technologies with apparel items and backpacks. The Audex collection is an ideal combination of technology and special features that are required by snowboarders. It is available in 3 different alternatives: with Motorola bluetooth technology, with IPOD compatible funk technology or with MP3/ media player. All 3 alternatives are exposed in jackets and backpacks.

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Daniel Hechter is a leading European lifestyle brand and stands for ambitious sportiness, that combines an attractive look with professional understanding. Their latest ist the nanosphere collection. The nanosphere textile technology is based on a mimicry effect: the so called lotus flower effect. Water and dirt drips off from a specially structured surface on the leaves.

A comparable surface structure is guaranteed on the fabric surface due to the nano particles. These tiny particles produce a natural self-cleaning effect on the fabric. Water and dirt have no chance to penetrate. The jackets preserve this feature even after a longer wearing period and multiple washing cycles.

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Heike Hüning, a fashion designer, passed her apprenticeship as a menswear tailor after the highschool graduation . She had been awarded a scholarship of Philip Morris at the AMD in Hamburg and worked out the study “the Lotus effect” 1996. She has broad experience in producing, design, distribution and worked for Bogner, Marc Cain, Jil Sander. Heike Hüning has developed the media jacket, that applies to event technicians, production teams, stage directors and actors likewise offering them a variety of functional features that simplify their working day.

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The Ermenegildo Zegna Group is one of the leading brand companies for menswear, luxury apparel items and leather wear. Together with the Eleksen Group, one of the most well-known

companies that integrate technologies into apparel, Zegna Sport has created the bluetooth iJacket. With this jacket you can control your iPod and make phone calls simultaneously. The BT iJacket from Zegna reflects a new matrimony of fashion and consumer electronics: each single styling detail has a special meaning and function and harmonizes with the rest of the ensemble.

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Greuter-Jerseys' core competence is above all the ultra light quality of jersey fabrics from 45g/m₂ to the high-tech qualities of 300g/m₂, but also cotton, synthetics and blends. With 330 employees the company produces around 2700 tons of textile every year. Production facilities are in Switzerland, the Czech Republic and Germany. A quick response to client requirements and a permanent dialogue are mandatory. In the area of high-tech Greuter innovations offers a functional collection with a broad variety of exclusive developments in finishing and yarns.

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Electronics and textiles: two different worlds, that Interactive Wear matches together. The systems of Interactive Wear are geared to the specific needs and requirements of the apparel making industry. The company has emerged from the take-over of the total wearable

electronics activities of the Infineon Technologies AG. The application fields of “wearable electronics”, the integration of electronics in textiles are multiple. From outdoor to sports, in the medical sector or for workwear purposes: Simple handling is not only a guarantee for comfort and safety, but brings daily products to new markets. Interactive Wear showcases the backpack iSolarX with solar cells and the glove iThermX , that snaps out of the unpleasant effect of cold fingers when skiing.

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