Wear It Festival 2019

Europe’s leading conference on wearables, design and fashion technology

Berlin, 25 - 26 June 2019
Wear It Festival is definitely the leading conference on wearable technologies in Europe.

Piedad Rivas, European Commission  
Executive Agency for Small & Medium-sized enterprises for the European Union COSME programme
Our mission:

Kickstarting an industry by connecting an international Wearables scene in Berlin

Wear It Festival brings together tech entrepreneurs, designers, companies, investors, scientists and media representatives to present and experience the most exciting innovations in the field of wearables, design and tech.

The international conference provides the necessary platform for players in all industries to jointly drive the development of new products and services.

Extend your network:

Start meaningful cross-industrial collaborations

- Hackers
- Startups
- Designers
- Grass-roots
- Media & blogger
- International funding
- Brands
- Researchers
- Tech companies
- Investors
Wear It Festival 2018 in numbers

- **76** Speakers & Contributor
  - Industry Executives, Investors, Innovators, Designers, Researchers and Entrepreneurs

- **600+** Attendees
  - coming from Product Research, Electronics, Textiles, Manufacturing and Brands looking for solutions to improve their businesses

- **11** Sessions
  - Masterclasses & Workshops: pre-registered attendees came together to work on burning questions of the industry with our experts

- **4** Specific Networking Events
  - Speed dates matched attendees, who compliment your business activities interests for future collaboration.

Wear It Festival Attendee Growth

- 200+ in 2014
- 300+ in 2015
- 400+ in 2016
- 600+ in 2017
- 600+ in 2018
Wear It Festival 2018 Attendee Profile

Average Age

25-40

Countries represented

23
Austria, Australia, Belgium, Bulgaria, China, Czechia, Denmark, Finland, France, Germany, Great Britain, Hungary, Italy, Japan, Luxembourg, the Netherlands, Norway, Singapore, Spain, Sweden, Switzerland, Turkey, USA

Why I Attended

“Connecting with leading innovators and potential partners”

Gender Ratio

45% Male
55% Female

Job Functions

Founder, Owner, Executive Board .................. 33%
Department Head, Team Leader .................... 29%
Designer, Artist, Creative ............................ 13%
Developer, IT Specialist, Researcher .............. 10%
Marketing, Sales, Media Specialist ................ 8%
Other .................................................... 7%

Industries

Research & Development ............................. 29%
Electronics, IT, Software, Engineering ............. 22%
Design, User Experience ............................. 16%
Clothing, Textile, Fashion Retail .................... 12%
Media, News, Marketing, Communication ........ 12%
Other .................................................... 9%
Top Media Appearance

- ZDFheute
- ARD
- Deutschlandfunk
- Deutsche Welle
- N24
- WIRED
- t3n
- VOGUE
- textil network
- FashNerd
- DER TAGESSPIEGEL
- Berlin Valley

Social Media Reach

- Facebook: 1,480,205
- Youtube: 432,262
- Twitter: 470,219
- Instagram: 274,827
- Total Reach: 2,715,350
“ProGlove has grown rapidly and as a founder of the company I can only take part in selected events. Attending Wear It Festival as a speaker and exhibitor was very valuable for us. Here, leading innovators from Europe and the US come together to network in a great atmosphere.”

Thomas Kirchner, CEO of ProGlove

ProGlove

Thomas Kirchner, the CEO and Founder of ProGlove which has raised a stunning $9.2 million to date.
“Representing a big retailer company like H&M, we are seeking to fully engage with dynamic startups during conferences. At Wear It Festival, we felt very comfortable and had impactful conversations with many design-driven startups during our office hour sessions. Now, we are in contact with three of them and highly pleased we could achieve meaningful collaborations so quickly!”

Oliver Lange,
Head of Lab Germany at H&M Laboratory Germany
“Osram Opto Semiconductors became a partner of Wear It Festival because it is the perfect place to meet innovators and startup founders from all over the world that are developing business cases that greatly benefit from our highly scalable technology products. A perfect match for us!”

Stefan Zeilner
Osram Opto Semiconductors
Wear It Festival is a very significant forum because it brings together the top people in the industry and it gets them talking. It gets people sharing ideas and there is the opportunity to get great feedback.

Bradley Quinn, fashion strategist & author UK
The Wear It Festival is the combination of fashion and technology and I’m really proud to be a part of this European community that really supports what technology can do for fashion and how technology is changing fashion.

Billie Whitehouse
Founder & CEO WearableX

Textiles are getting more and more functional. You can witness this trend in the sport industry, so why not take this to the medical technologies?

Alice Frey, Otto Bock

ottobock.

The Wear It Festival is one of the most extraordinary events that I have attended so far. It definitely plays a crucial role in shaping the future of fashion. I had the opportunity to get in touch with many designers and leading players during the Festival! Thank you Wear It for connecting us!

Julia Koerner
Managing Director at JK Design GmbH

We are part of Wear It Festival because we know the next hype may start here. From here it will be carried out into the entire world. We want to know what is needed by the innovators for the next generation of technologies.

Philipp Miehlich
General Manager Business Unit OEM at VARTA Microbattery

Thank you for the amazing festival, it was a great opportunity to meet talented founders as well as potential entrepreneurs.

Rene Bohne, Startup Program Manager of Telefónica NEXT

Wear It Festival is a unique combination of industry gathering and creative scene. Very intimate and still very open. We will be back definitely.

Philipp G. Schwarz
Antelope, CEO

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Learn

Get inspired by international experts and cutting-edge, tech-savvy creative thinkers who use emerging tech to find real solutions.
Connect

Take advantage of our **platform** for **cross-industry networking** and find the right expertise.
Find new **solutions**, add innovation, reboot creativity and **develop your own technologies**.
Wear It Festival is an interdisciplinary platform made for networking and fostering innovation and business.
Overview:

**Conference 2019**

- **Exhibition**
  Get inspired and meet innovators and attendees in a creative environment

- **Stage**
  Tell your story and share your expertise with international entrepreneurs, investors and executives from the fashion, design and tech industry

- **Masterclasses**
  Receive guidance as a startup from chosen mentors of different businesses and stages

- **1:1 Meetings**
  Get to know entrepreneurs, investors, and corporates for future cooperations

- **Startup competition**
  Don’t miss the most promising startups pitching to a panel of investors and judges

- **Workshop**
  Solve problems and find solutions for your business case with the help of experts of various industries.
Venue: Palais at Kulturbrauerei
Schönhauser Allee 36, 10435 Berlin

The best space to shape the future of design and computing! Impressive main stage, open and inviting exhibition space with a networking area, several breakout session spaces, open air garden terrace, rooftop room and roof terrace. Food is delicious and included.
The organizers: Wear It Berlin GmbH

A conference tailor made by a new generation of experts that are part of the wearable tech industry

- team of enthusiastic technologists and designers based in Berlin.
- agency for wearable products in the age of lifestyle, digitization and the Internet of Things.
- We offer tailor-made solutions for the integration of new technologies into everyday and industrial clothing with the aim of creating a new form of human-machine communication.

Managing Director

Thomas Gnahm
CEO Wear It Berlin GmbH

- Chair at LOPEC for smart textiles
- Chair at BMBF Wear It Hub Innovationsforum Mittelstand
- Ambassador, Mentor and Jury Member at WORTH Partnership Project at COSME - European Union
- Decorated with several design awards from e.g. Deutscher Designer Club or Art Directors Club
Be part of something exciting!

Become a partner, speaker or exhibitor

Call for contribution open now!

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