

Congress

Wear It Festival

19 and 20 June 2018, Palais at Kulturbrauerei, Berlin



Sabine Seymour, Supa.ai, picture: Wear It Berlin 2018

Revolution digitized clothing: Wear It Festival connects the international Wearables Scene in Berlin

Wear It Festival on 19 and 20 June 2018 at Kulturbrauerei Berlin brings together the most successful innovators in the Wearables and E-textile industry to present a new generation of digital clothing. Time is pressing – today's customers expect lifestyle products to understand them and respond to individual needs with digital services. The international conference provides the necessary platform for players in all application sectors to jointly drive the development of the digital market.

Berlin, November 29, 2017

Never before has the issue of Hightech Clothing been more explosive: The digital association Bitkom claims smartwatches and fitness devices have arrived in the mass market and the next revolution of digitized clothing is about to happen. Digitization has penetrated to the skin of consumers and familiar clothing parts now transform into connected interfaces. The need for wearable tech is increasing rapidly and application possibilities are manifold. Sales on the global Wearables market are expected to grow by 62.6% by 2021, Gartner Inc predicts.

Not only the international fashion and lifestyle industry is upside down facing the new challenges, even established traditional companies have to reinvent themselves in the age of industry 4.0. It is crucial to recognize the potential of Wearables in good time and to exploit them for your own corporate goals as BMW demonstrates: There, the smart glove ProGlove saves 4000 minutes a day on the assembly line and revolutionises all production processes. To successfully meet the new demands of the digital era, global players must now build new types of business relationships. Wear It Festival offers the necessary platform for cross-industry networking. Technology companies, for example, cooperate with lifestyle brands, scientific institutions with start-ups and luxury brands are finding their way into the electronics industry.



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Wear It Festival is Europe's most important conference in the field of digital clothing and gathers experts from all over the world in Berlin from 19 to 20 June 2018 for the fourth time. The event brings together 30 speakers, 40 exhibitors as well as around 500 trade visitors from the Wearables scene and covers the following topics: Workwear and industrial applications, lifestyle and fashion, sports, health and medical devices, smart materials and e-textiles, IoT and application development. Successful entrepreneurs give the festival an exclusive insight into their strategies, suppliers present innovative materials/components and research institutes show recent results. In lectures and roundtables, participants will gain an overview of the mechanisms of a completely new market segment. The cross-industry exchange discusses the most burning questions from industry and research:

- How can companies take an active leadership role in the new market?
- What are the new needs of industrial and private customers?
- Where are the latest trends in the scene?
- Which requirements are associated with the development of Wearables and digital services?
- What can be learned from the currently most successful product developments?

„We are partners at the Wear It Festival because we come across the next breakthrough innovations here. We want to know what's next, so we can address the needs of the scene right from the early stages of product development,“ says enthusiastic Philipp Miehlich, General Manager Business Unit OEM of VARTA Microbattery, and rates the event with best marks.

Last year, big names in the fashion tech scene like Billie Whitehouse (WearableX, USA), Francesca Rosella (CuteCircuit, UK) and Matthew Drinkwater (Fashion Innovation Agency London, UK) were on stage. In addition to Osram, Varta, Garmin and Deutsche Telekom, the European Commission, Fraunhofer IZM, RWTH Aachen and the Federal Ministry of Education and Research were already represented at the event. The conference was accompanied by a worldwide response and will be even bigger in the coming year. Media representatives, bloggers and guests will be able to put new technologies to the test at the festival 2018 and experience innovative product solutions from the world of the „Internet of Things“ close up on their own bodies.

Learn more about the Wear It Festival 2018 at www.wearit-berlin.com.

Congress organization and registration: Thomas Gnahn | Wear It Berlin GmbH | Tel +49 (0) 30 25046936

Wear It Berlin GmbH is an agency for novel and wearable products in the age of digitization and the Internet of Things. We offer tailor-made solutions for the integration of new technologies into existing everyday and industrial clothing with the aim of creating a new form of human-machine communication. In this context, the Wear It Festival provides a platform that connects companies and experts along a cross-industry value chain. Smart textiles, electronics, software development, user-centered design and innovative production processes are converging in a new industry. The associated challenges and questions are addressed across sectors and the market access for novel products can be evaluated. In addition to the Wear It Festival, Wear It Berlin GmbH also maintains [the largest German-speaking community](#) on the topics of wearables and fashion tech with over 1300 registered members and is funded by the Federal Ministry of Education and Research.



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