

# INVITATION TO A BRIEFING ON THE FUTURE OF FASHION AND TECHNOLOGY

Submitted by: Pirate Communications

Monday, 16 May 2005

---

A joint briefing from The London College of Fashion University of the Arts (LCF) and BT's futurologist - part of LCF's Interrogating Fashion project for 2005

Briefing to be held at the London College of Fashion, 20 John Prince's Street, London W1, 10.30 am for 11.00 am, 20 May 2005

Interrogating Fashion brings together a wide range of academics, artists, designers, scientists and technologists to interrogate and challenge the potential for fashion from manufacturing to materials and design. Part of this programme looks at the potential of materials, processes and technology transfer to inspire new creative applications of digital technologies for fashion products in collaboration with computer scientists, material scientists and manufacturers.

Fashion is just starting to interact with the IT world. There are already 'cool' gadgets and wearables but the future holds new domains where fashion will play a key role. To name but a few:

duality of appearance: where we can appear one way in the real world and another in the augmented-reality and virtual worlds

clothes with screens: thin flexible displays are becoming available and new fabrics are being researched that will provide power for them through solar, electromagnetic, thermal and other means

haptic technology (enables remote sensation of touch): will become available as part of clothes.

Electro-responsive materials exist already and these will progress into fabric technologies

clothes that monitor our wellbeing and give off 'electronic perfume'!

clothes that are responsive to the external environment.

At this briefing Sandy Black, Reader in fashion and textiles, at the LCF and Ian Pearson, BT's futurologist, will each present their views of where the future of fashion and technology lies.

Interrogating Fashion is a Designing for the 21st century project jointly funded by EPSRC and AHRC research councils and supported by London College of Fashion, University of the Arts London.

RSVP Kate or Ed - 0207 297 3350