

# Fast Track: Smart Textiles and Clothing—Advances in Technology Spur Innovation

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## Abstracts

There is huge potential for the integration of wearable technologies into textile and clothing products. In recognition of the potential, there has been much 'hype' regarding the development of smart textiles and clothing in recent years, and a number of companies—small and large—are seeking to enter the market. This is partly because smart textiles and clothing provide companies with the opportunity to develop products which can 'delight' consumers—because of their novelty and convenience—while also collecting large amounts of data which provide valuable insight into consumer lifestyles. However, the development of smart textile and clothing products is far from straightforward, and the industry is hugely dependent on collaboration and sharing knowledge. As a result, a number of specialist events have been established in order to support companies working within the wearable technology and smart textile and clothing industries. One such event is Wear It Festival—a conference held in Berlin, Germany. Textiles Intelligence attended the 2018 edition of the conference—which was staged during June 19-20, 2018—and interviewed industry experts to identify the latest market trends and the opportunities and challenges facing companies seeking to enter the smart textiles and clothing market.

## Contents

### **INTRODUCTION**

Wear It Festival

### **COLLABORATION AND THE DEVELOPMENT OF SMART TEXTILES AND CLOTHING**

### **BUSINESS MODELS AND SUCCEEDING IN THE MARKET**

Identifying a problem

Business models

“Delighting” consumers

### **DATA COLLECTION**

### **CHALLENGES AND OPPORTUNITIES**

Challenges

Environmental sustainability

Complexity of the existing textile and apparel supply chain

Legislation

Power sources

## List Of Figures

### LIST OF FIGURES

Figure 1: Mark glove

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