

SOFTWARE AND TECHNOLOGY

## Colette touts wearables as couture in week-long exhibit

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*Colette's Fashion Hack window display*

By STAFF REPORTS

Paris-based boutique Colette's latest window installation marries accessories with wearables to highlight how fashion and technology are becoming one.

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Colette's "Fashion Hack" windows will be on view from Monday, April 24 to Saturday, April 29 at its rue Saint Honore storefront. Curated by Carole Sabas, the exhibition features 10 prototypes that have been designed by fashion designers using innovations developed in California's Silicon Valley.

### Fashion future

Through its window installation Colette hopes to convey that the featured designs are "luxury goods, crafted as couture objects," rather than the blanket wearables category.

The 10 fashion designs who have created the accessories used ground-breaking technologies, sourced mainly from the United States' West coast.

Colette's Fashion Hack "seamlessly merged [technology] with fashion, the tech factor is an inconspicuous bonus. A secret layer of convenience, second to fashion," says Ms. Sabas.

### *The Fashion Hack at Colette*

Products on view during Fashion Hack include:

The Boudoir Garden by Natufia x House Francis Kurkdjian, a kitchen garden that grows vegetables in fragrant waters.

Lierre d'Oreille, or Ivy of the Ear in English, developed by Bragi and Michael Schmidt Studios. Lierre d'Oreille is an intelligent Bluetooth headset and ear clip featuring silver jewelry that dresses up the headphones without compromising sound quality.

Luciding and Erik Halley's Dream Mask works to encourage lucid, controllable dreams for the wearer.

The Anti-Selfie clip camera and sport goggles created by Blincam and District Vision allows the user to take a photograph via a wink-triggered sensor. Photos taken are then posted directly to the user's social media accounts.



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Additional products include self-heating fabric, a white shirt resistant to stains, mini robot dancers, a portable 3D content reader and others. The Fashion Hack goods are available for pre-order or purchase during the week-long installation, with some items being one-off.

Colette has emphasized that the Fashion Hack products boast cutting-edge innovations that do not measure biometrics or need an application to be downloaded.

As the wearable market grows and technology improves, consumers will increasingly look for more stylish and fashion-forward design in wearable products, according to a report by Fashionbi.

"Wearable Technology: How Fashion, Luxury and Activewear Brands Monetize Innovations" suggests that autonomous wearables that do not require an additional device such as a smartphone will become more common as technology improves. Luxury consumers are likely to select wearable devices that are autonomous, well crafted and visually pleasing, as they prefer products that combine fashion and function ([see story](#)).