

## **Building Bridges between Fashion and Technology**

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### **Abstract**

Currently there is a big gap between the world of technology and the world of fashion. Aesthetics, the expression of identity and the creation of an imaginary world are central to fashion, while in technology functionality is the main driving force. As a result, fashion designers and technicians speak a different language.

Recent technological developments and the need for a more sustainable fashion have inspired a select group of fashion designers such as Iris van Herpen, to apply oneself to experimenting with technology. However, for most fashion designers technology is something in which they show little interest. In their eyes science is cold and calculating, something too remote from the emotional, imaginary world that they are trying to create.

In accordance with the aim of the Global Fashion Conference 2014, the research project Building Bridges between Fashion and Technology (KIEM) wants to bridge this gap between both disciplines. Through knowledge transfer it wants to stimulate innovative fashion, in which functionality and aesthetics are united.

The goal of the project is to start a dialogue between fashion designers and technicians on four central themes: 3D scanning, Smart Textiles, movement and design, which will lead to a research proposal for a new, large-scale follow-up study. The aforementioned project has an explorative nature and will make an inventory of recent technological development and examine in which ways these technologies can stimulate the creative process of fashion design.

This paper will give an overview of the issues sketched in the above, the goals of the project and its first results. It also looks ahead and discusses how the results will lay the foundation for future research. The Global Fashion Conference 2014 will be the perfect platform to present our findings and to get feedback from the international research community.

**Keywords:** Fashionable technology, 3D scanning, Smart Textiles, Fashion, Technology

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