

Vestechpro is committed to the training of new employees in the apparel industry of the future

Montreal, October 3, 2016 - Vestechpro, apparel research and innovation center, in collaboration with the Bureau de la mode de Montréal and their partners, presents the second edition of the Montreal meeting of wearables, on the 19 and 20 October at the Agora Hydro-Quebec. Some 300 technophiles, including several experts of international renown, researchers, professionals and business entrepreneurs from the industry have been invited to this highly-anticipated event in order to share their expertise and their vision of products and services of the future.

Since its creation in 2011, Vestechpro has been involved in this booming industry and this year continues its leadership in innovation by presenting a round table activity with representatives from higher education who will discuss the training of new and future employees in the techno apparel sector. Guest participants will address key issues concerning the role of educational projects within a technological ecosystem.

In 2015, the worldwide wearables market experienced a growth of 172% and this year, more than 275 million wearables will be sold around the world, with sales estimated at \$28 billion US. Does this high level of interest justify the development of a specific training programme in wearables apparel in higher education institutions?

The growth and accessibility of technological applications through service distribution networks and smart products have led the consumer to demand more of smart clothing which is now seen as a means of communication featuring multiple functions. How can we redefine the educational challenges facing higher institutions and train a new generation of creators who will be as skilled in designs as in technology?

More to come...

Vestechpro is committed to the training of new and future employees

What is the best way to understand the growth niche market represented by wearables within the context of training new employees, responding to consumer demand for performance and immediacy, repositioning the apparel industry at a crucial moment in its development and ensuring medium and long-term career opportunities for employees in the sector?

These are the issues which participants will address during the panel discussion: 'Training for a Connected Future'

Tickets for *Wear It Smart 2016* are available on the [Wear It Smart 2016](#) site.

About Vestechpro

Vestechpro is a collegial centre for the transfer of technology (CCTT), specialized in apparel, affiliated with Cegep Marie-Victorin and member of the TransTech Network and the National Research Council Canada Smart Textiles and Wearables Innovation Alliance.

Its mission is to be the leading partner of the companies and organizations involved in the apparel industry, by offering them innovation, research, and development support services, by organizing training and development activities, and by disseminating strategic information that enables them to position themselves advantageously in a global context.

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Source and information:

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Wear It Smart 2016

Panel discussion: *Training for a Connected Future*

Panel moderator

Madeleine Goubau

Journalist

Radio-Canada - Montreal



Madeleine Goubau is a fashion columnist for the radio programme 'Les éclaireurs' on ICI Radio-Canada Première. Over the past years, she has also contributed to ten regional morning shows across the country as well as to the TV programme 'Par ici l'été' on Radio-Canada.

Madeleine, who has a Master's in fashion journalism from the London College of Fashion, is particularly concerned by the environmental, economic, social, cultural and political issues surrounding the fashion industry. As part of her doctoral studies in Communications at UQAM, she is also interested in the public diplomacy of clothing.

Representatives from higher education

Kate Hartman

Associate Professor

Ontario College of Art and Design University (OCADU) - Toronto



Kate Hartman is a creative technologist whose work playfully explores how we relate to each other and the world around us. She is an Associate Professor at OCAD University, Director of the Social Body Lab, and Un-Director of ITP Camp at New York University.

Hartman was a speaker at TED 2011, has work included in the permanent collection of the Museum of Modern Art, and is the author of the book "Make: Wearable Electronics."

Louis Rivest

Professor, eng., Ph.D

Department of Automated manufacturing engineering

École de technologie supérieure (ÉTS) -Montreal



Photo Nicolas Martel

Professor Rivest is interested in the models, methods, tools and processes involved in the development of complex mechanical products such as those used in the aerospace industry. His teaching and research centre around CAD, technical data management and PLM (Product Lifecycle Management)

He is also involved in various projects in partnership with companies from the aerospace industry.

Kristine Upesleja

Manager, textiles and material

Fashion Institute of Design & Merchandising (FIDM) - United States



Kristine directs and curates the *Textiles & Materials Collections* for the Library at FIDM. As a researcher, educator and connector with students, faculty and industry, she has developed a global *Innovative Materials Collection* that consists of unique pieces including a solar panel coat, garments made from milk or coffee grounds, 3-D printed dresses and shoes, and a piece of 'Fermented Fashion' that was grown from red wine and bacteria.

She curates an *Innovative Materials Conference* on the FIDM campuses which showcases the latest inventive and sustainable developments in fashion and design.

She has collaborated with Hugo Boss, Stone Island, Vitra, Lenzing, Schoeller, and Michael Schmidt Studios. Kristine contributes articles to publications including DECA, Fashion Consciousness and FOCUS and was recently interviewed for Material ConneXion® and French Vogue. She is the founder of Madisons-Innovative Materials.

Jocelyn Bellemare

Professor of Management and technology department at
School of Management **ESG UQAM** - Montréal



Over twenty five years experience in the apparel industry directed towards results. Expertise in the following sectors: fashion design, marketing, merchandising and production management. Jocelyn Bellemare teaches the new Fashion MBA program and bachelor's program in fashion management and design at the École supérieure de mode (ESM), affiliated with Université du Québec à Montréal (UQAM), which trains professionals in the Quebec fashion and clothing industry.

He has held the position of National Director, Textile Research and Development, at CORCAN Industries, and has been Business Development Coordinator at the Centre spécialisé de la mode du Québec.

Jocelyn has a diploma in fashion design from LaSalle College, and an MBA from UQAM École des sciences de la gestion and Executive Master from Université Paris-Daupine and a Ph.D. at the École Polytechnique of Montreal with a fundamental research on Mass Customization.

Joanna Berworska

Associate Professor of Design and Computation Arts
Concordia University - Montreal



Photo Ronald Borshan

Joanna Berworska is Associate Professor of Design and Computation Arts Department at Concordia University in Montreal as well as the founder and research director of XS Labs, a design research studio with a focus on innovation in the fields of electronic textiles and reactive garments. She is also the Head of Electronic Textiles at OMsignal, a wearable and smart textile platform that enables leading fashion brands to design smart apparel. A core component of her research involves the development of enabling methods, materials, and technologies, focusing on innovation in composite functional fibers, soft electronics, and additive manufacturing.

Joanna's art and design work has been shown in the V&A in London, the Cooper-Hewitt Design Museum in NYC, the Millennium Museum in Beijing, the Art Directors Club in NYC, the Australian Museum in Sydney, NTT ICC in Tokyo, SIGGRAPH, ISEA, SIGCHI, and Ars Electronica Center in Linz among others. She holds a graduate degree from the MIT Media Lab. She lectures internationally about the field of electronic textiles and related social, cultural, aesthetic, and political issues.

Paulette Kaci

Executive Director
Vestechpro - Montréal



To improve people's skills and the performance of organizations is what motivates this exceptional manager with more than 20 years' experience.

In 2011, Paulette became Vestechpro's first executive director. Appointed by Cégep Marie-Victorin at the very beginning of the organization, Paulette was quickly able to position Vestechpro as an essential research centre for Quebec's apparel industry and to promote it throughout the country and around the world.

Paulette, who has a Masters in education from Université de Sherbrooke, made it her mission to position Vestechpro so that it has become a leader in the area of technology transfer in the apparel industry.

Representatives from the industry

Francesca Rosella

Co-founder and Chief creative director
CuteCircuit - England



Francesca Rosella is the Co-Founder and Chief Creative Director of the fashion brand CuteCircuit. Founded in 2004, CuteCircuit is the leading pioneer in the field of wearable technology and interactive fashion. CuteCircuit has introduced many ground-breaking ideas to the world of fashion by integrating beauty and functionality through the use of smart textiles and microelectronics. Working alongside Ryan Genz, Co-Founder and CEO of CuteCircuit, they built the first fashion company that creates interactive garments featuring micro sensors and LED illumination.

The CuteCircuit collections are the first interactive fashion collections shown at NYFW; key garments are featured in museum's permanent collections worldwide, Haute Couture is worn by celebrities on the red carpet (e.g. Katy Perry), and have also been the first sensor-enhanced and luminous ready to wear sold in leading luxury department stores.

Pascal Denizart

General Manager
Centre européen des textiles innovants (CETI) - France



Pascal Denizart, who joined the CETI in 2014, has over 30 years of expertise in the textile, apparel industries and retail. With his textile engineer background, he has worked for the French Institute of Textile and Apparel (IFTH), where he was the head of marketing and business development, setting up added-value corporate solutions and accelerating innovation in the field of advanced textiles.

He also entered the AGILE (ORACLE) marketing corporate team, and spent four years with LECTRA in managing PLM (Product Lifecycle Management) corporate business, acquiring strong competencies in the digital area. Pascal is also an Associate Professor at the University of Strasbourg, as a specialist in eco and business design.

VOJD Studios - Germany

In addition to its eponymous accessories lines, Berlin based VOJD Studios works with luxury fashion labels such as Alexander McQueen, Akris and Carolina Herrera on integrating 3-D printing into their collections. The label combines the latest digital technologies with traditional handcraftsmanship to create accessories, jewellery and garments unprecedented in shape, structure and texture.



Hristiyana Vucheva

Creative Director, VOJD Studios

Hristiyana studied entrepreneurship at Babson College (Massachusetts, USA) and has been working in the field of luxury fashion since 2007. This includes experience at London, Milan and Paris Fashion Weeks, as well as with household names like Net- A-Porter, Lanvin and Galliano.

Christian Hartung

CEO, VOJD Studios



Christian is responsible for business management and operations. Before starting VOJD Studios he gained experience at Zalando, Rocket Internet, the Boston Consulting Group and studied technology management at the University of St. Gallen (Switzerland).

Aldjia Begriche

Director of Smart Textile
OM Signal - Montreal



Aldjia Begriche joined OMsignal, the Montreal-based leader in smart clothing in 2014 with the mandate to manage R & D, prototyping and textile production. In particular, she contributed to the development of the Polotech Shirt in partnership with Ralph Lauren and, more recently, worked on the design and development of the OMbra, the smart sports bra which reads the body.

A graduate of l'École Nationale Supérieure des Arts et Industries Textiles in France, Aldjia Begriche worked for 8 years with the CTT Group where she managed the smart textile research group, before joining the OMsignal team.

Karine Bibeau

Implementation and Programme Manager

Logistik Unicorp Inc. - St-Jean-sur-Richelieu (Quebec)



Ms. Bibeau holds a Bachelor's degree in International Business from Concordia University. She began her career by working for six months with the Federal Canadian government for the World Fair in Hanover, Germany. When she returned to Canada, she was appointed Director of Special Projects for Logistik Unicorp, and then became Director of Design and Quality Assurance from 2004-2009.

Since 2006, Ms. Bibeau has implemented and managed various integrated uniform programmes, both in Canada and abroad. For example, in 2010, she established a programme for the Austrian postal services and between 2012 and 2014 she implemented a programme for more than 90,000 employees in the ADA subsidiary, in Australia.

Wear It Smart 2016

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Apparel Research and Innovation Center

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