

Vestechpro: In touch with the new generation of wearables

Montreal, October 13 2016 – Vestechpro, the Centre for research and innovation in apparel, 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 the results of their work with the general public: the latest developments in wearable technology and the miniaturization of electronic components, as well as the forecast for the future of wearables.

The potential market for wearables is huge, – in 2015, smart clothing had more than 64 million users around the world (EMarketer.com) – creators face the challenge of offering consumers more, including the ability to analyze and understand real-time data.

Studies on the impact of wearable technology on society have identified three principal areas for future product development in the short term: Design and Function, Health and Wellbeing and Consumer Trends.

Based on this, Vestechpro is organizing three inspiring panel discussions to focus on the future of wearable technology. The guest panelists, who are all experts in their field, will analyze current project developments in the wearables sector and will discuss the following themes: *Connectivity: the wearable engine; Wearables and Wellbeing Promises; and, Wearables: a consumer trend?*

Creating a product which is innovative, practical and esthetically-pleasing is only possible with the close collaboration between experienced specialists and technicians. How will leaders in the textile, apparel, sport, health and technology sectors harness their knowledge, expertise and inspiration to create more high-performance wearables?

More to come...

Vestechpro : In touch with the new generation of wearables

The potential for wearables in the health and wellbeing sectors is undeniable, yet poses a real challenge with regard to the protection of personal information. How will wearable technology contribute to an improved lifestyle and to the prevention and control of certain illnesses while respecting users' privacy?

As the convergence of data and social media has brought increased consumer demand, sales of these products are no longer confined to early adopters and the increasing market presence of these products more than justifies continued development for the mass market. Second generation products must be accessible, versatile, long-lasting and eco-responsible. Can the interest in innovation make up for industry shortcomings?

The three panel discussions: *Connectivity: the wearable engine; Wearables and Wellbeing Promises and, Wearables: a consumer trend?* will take place on Thursday October 20 as part of Wear It Smart 2016.

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:

Paulette Kaci
Executive Director, Vestechpro
514 328-3813, ext. 2883
paulette.kaci@vestechpro.com



Wear It Smart 2016 - Panels

Connectivity: the wearable engine

Guest panellists

Jean-Nicolas Delage

Associate and trademark agent

Fasken Martineau - Canada



Jean-Nicolas Delage frequently advises emerging technology companies in intellectual property transactions with American, Asian and European multinationals, including the negotiation of licenses, joint collaboration or other joint venture agreements.

He is one of a handful of Canadian attorneys who are "Highly recommended" by IAM (Intellectual Asset Management Magazine) for patent-related transactions and he has significant experience in strategies and transactions involving standard essential patents (otherwise known as SEPs).

Jean-Nicolas is a proud supporter and actor in Montreal's emerging technology ecosystem and currently sits on the board of two accelerators.

Hayley Stolee-Smith

Senior product designer

SubPac - United States



Hayley Stolee-Smith is the Lead Product Designer at SubPac Inc., the global leader in wearable tactile audio systems. At SubPac, Hayley has faced the multitude of challenges associated with integrating electronic components into soft good products, from the prototyping stage to mass production.

A graduate of Ryerson University, in Fashion Design, she also worked as a designer, seamstress and wardrobe producer in the theatre, fashion and film industries for over a decade prior to joining SubPac. Making electronics wearable has become her professional focus, and keen personal interest.

A Canadian abroad, Hayley currently lives and works out of Palo Alto, California

Martin Laberge

Associate

Tactix - Canada



A graduate of the Industrial Design school of the Université de Montréal, Martin first worked at Salomon in shoe design, both in the USA and in France. When he returned to Montreal in 2004, he co-founded Tactix with his long-time friend, Bastien Jourde.

Martin's expertise in art and design has enabled Tactix to stand out by placing artistic expression at the heart of design.

The close collaboration between the founders has also led to them form a close-knit team based on their complementary strengths. Their considerable experience in design and sports product development, combined with a business network throughout Asia and Europe, has attracted many clients from the wearables technology sector.

Wearables and Wellbeing Promises

Panel moderator

Diane Côté

CEO

Consortium de recherche et d'innovation en technologies médicales du Québec (MEDTEQ)



Diane Côté is CEO of MEDTEQ, the Quebec Consortium for Industrial Research and Innovation in Medical Technology whose mission is to accelerate the development of innovative technological solutions by facilitating collaboration between companies, public and clinical research centres in Quebec. She is a member of the Board of Directors of Fonds de recherche Québec santé. She is also Chair of the Board and of the Executive Committee of the MedDev Commercialisation Centre for medical devices. She sits on the board of CIMTEC, Centre for Imaging Technology Commercialization and is a member of the Life Sciences Practice Advisory Board of Foreign Affairs, Trade and Development Canada.

She was former Vice President (Quebec) of MEDEC, the national association created by and for the Canadian medical technology industry. Ms. Côté was also CEO and board member of a medical technology company specialized in the use of state-of-the-art mathematical modelling and neural networks for risk management. She was a member of the Sales team at IBM and as partner in charge of business development at Innovitech, she carried out numerous mandates in strategic planning, finance and partnerships.

Guest panellists

Irene Pylypanko

Director

Hacking Health Montréal - Canada



Irene is passionate about leveraging technology to improve our health. She is the Director of Hacking Health Montreal and has driven global expansion for the non-for-profit organization.

Having worked in technology for the past 10 years, she's currently the Director of Platform at Carebook. Her educational background is in BioInformatics and Computer Science at Western and McGill Universities.

Jean-Philip Poulin

COO

SensAura Tech - Canada



Jean-Philip can be described as a creative mind with a mechanical engineering background. He participated in multiple innovative projects involving upcoming technologies with current problems. Combining his passion for business innovation within emerging technologies, his creativity, and his management studies, JP seeks to grow next generation companies to the next level.

He is always looking to push boundaries everywhere he goes and loves to be involve at hundred percent. He enjoys learning as much as he enjoys sharing his own knowledge and experiences. Jean-Philip is currently the co-founder and COO of SensAura Tech.

Fabio Cicoira

Professor, Department of Chemical engineering

Polytechnique Montréal - Canada



Fabio Cicoira is a Professor at Polytechnique Montréal. He holds a PhD in Materials Science and Engineering from the Swiss Federal Institute of Technology (Switzerland) and a MSc in Chemistry from the University of Bologna (Italy). He is a specialist in processing of electronic materials and device fabrication. He has published over 65 articles in international peer reviewed journals and his H-index is 23.

His research currently focuses on stretchable and flexible devices for electronics and energy storage. He has trained >30 Canadian and international students. He has been awarded a Marie Curie Fellowship from the European Commission, the NSERC Discovery grant, the FRQNT Nouveau Chercheur grant and the John Evans Leader Fund from the Canada Foundation for Innovation.

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Wearables: a consumer trend?

Panel moderator

Évelyne Audet

Columnist, presenter and video journalist
La Presse - Canada



Evelyne Audet has been on the television scene for several years. In 2009, she became known to the public as the host of the controversial TV programme Call Tv. This was followed by a noteworthy appearance on the programme *'Tout le monde en parle'* and several other television experiences. In Fall 2009, TQS hired her as a reporter for the late night sports programme *'L'Attaque à 5'*. After that, she joined the programme *'Show du matin'* as co-host and then became a reporter for the programmes *'Ménage à trois'* and *'Au delà du clip'*.

She is currently a regular contributor to the programme *'Espace Découvertes'* on channel V. She also hosts programmes on channel Évasion (*Croisières de rêve, À deux c'est mieux*) and is a reporter for the travel magazine Azimut. She has also been a video journalist for La Presse since 2013 and regularly posts videos on La Presse Plus.

Guest panellists

Thierry Lopez

Quebec Marketing and Corporate Affairs Manager
Best Buy Canada



After an international beginning of career, Thierry joined Best Buy Canada and held various operational roles before taking on the lead marketing responsibility for Quebec. Thierry has been instrumental in the launch, growth and success of Best Buy different brands in Canadian French markets.

A seasoned retail professional who is passionately involved in corporate social responsibility, Thierry's diverse range of activities at Best Buy Canada include Quebec branding & marketing, French advertising, communications and community & government relations. Thierry is also on the board or contributes to several retail and non-profit organizations.



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 craftsmanship 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).

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.