

**Experience *Wear It Smart* 2016
19 - 20 October at the Agora Hydro-Québec**

Montreal, September 2nd 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 their expertise and their vision of products and services of the future.

The theme of the event, *Experience it*, is centred around the primary function of the connected object which is to improve the physical and psychological well being of the user within an optimal technological experience. The principal focus will be on *wearables* as a means of communication between the real and digital worlds, together with the integration of intelligent function in clothing. This approach requires close collaboration between developers from domains as diverse as connectivity sectors, the apparel and textile industry and health and sports. Guest speakers and panelists will address issues around *design and functionality, health and well being* and *consumer trends*.

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.

More to come...

Experience Wear It Smart 2016

Worldwide, sales of *wearables* experienced a growth of 172% in 2015. (IDC Research). Sales of these products are no longer confined to early adopters and the increasing presence of these products on the market more than justifies Vestechpro's interest in this industry and its hosting of *Wear It Smart 2016*. Building on the success of *Wear It Smart 2015*, Vestechpro continues its role as a leader in the apparel innovation sector and reinforces the position of Montreal by increasing awareness of decision makers to the numerous business opportunities available in the emerging market of wearable technology.

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 **Discover some of our guest speakers and panelists...**

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.

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.

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).

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.

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.

Seth A. Tropper

CEO, **SensAura Tech** - Canada



A strategic minded entrepreneur with 20+ year portfolio of success across technology commercialization and startup ventures in the fields of healthcare, digital health, media, mobile, technology-enabled services, software, and eCommerce, Seth has been instrumental in initiating, launching, operating, and exiting several startup ventures. As founder & CEO of Switch2Health, he signed off on Fitbit. He was a founding partner of PlasmaSol, acquired by Fortune 100 medical device maker Stryker Corp.

Seth's career includes government and commercial business development; strategic planning, intellectual property management, technology transfer, social media/networking, finance and capitalization. He holds an Executive Masters of Technology Management degree from Stevens Institute of Technology (New Jersey) and dual undergraduate degrees in Computer Science and Applied Statistics from St. John's University (New York).

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.

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.