

## Intel Designs New Experiences for New York Fashion Week

Feb. 12, 2016 – At New York Fashion Week (NYFW) Autumn/Winter 2016, Intel is showcasing the latest experiences that blend form, function and style to redefine the boundaries of self-expression and enable the latest designs enhanced by technology. Designed to inspire the fashion community, the [Intel® Curie™ module](#) is a tiny, low-power device – small enough to fit into a button – that can be discretely integrated into fashion products such as jewelry, handbags and clothing to empower designers to create the next generation of wearables.

### Intel on the Runway

Intel is collaborating with innovative fashion designers to illustrate the power and creativity enabled by technology:

- **Chromat Fashion Show:** The 2016 [Chromat\\*](#) Lumina Line is inspired by color theory, bioluminescence, and the explorations of artists Robert Irwin and Dan Flavin. Selected looks in the line will be brought to life through subtle gesture interactions enabled by the Intel Curie module. As the models move down the runway simple hand gestures will be translated by the Intel Curie technology-enabled reactive hand wraps<sup>1</sup> into beautiful electro-luminescent details. The Lumina Line, including the Intel Curie technology-enabled reactive hand wraps, features electroluminescent lighting in white, teal, yellow and pink combined with a range of fabrics including satin, mesh and jersey.
- **BAJA EAST Fashion Show:** Scott Studenberg and John Targon, founders of [BAJA EAST\\*](#), are known for blurring the lines between men's and women's attire and taking an ambisexual approach to everyday dressing, where West Coast ease meets aggressive city cool. This season's runway looks will be accessorized with technology-inspired jewelry featuring the Intel Curie module.

### Cocktails and Curie

At the "From: Technology. To: Technique" special event, Intel will showcase a range of experiences enabled by the [Intel Curie module](#) that are designed to inspire the fashion community.

- **The NYFW: The Shows Emoji Collection:** During NYFW, a limited number of Intel Curie module-powered pins and necklaces featuring designs inspired by emojis will be handed out to fashion influencers. The accessories will track show-goers' activity levels (steps and distance), which will be visualized on screens and social channels throughout the show. The limited edition necklaces were created in collaboration with [Yazbukey\\*](#).
- **Parkour Showcase:** To showcase the power of Intel Curie technology to track body movement, Parkour athletes will put on a choreographed performance negotiating obstacles via flips, twists, jumps and climbing. By using the Intel Curie module, Intel is able to capture these amazing movements and visualize the human performance in creative and meaningful ways.

### NYFW Experiences Powered by Intel

Intel is also enhancing the NYFW experience through the following experiences:

- **Virtual Reality Powered by Intel:** Intel worked with [Framestore\\*](#) and multimedia artist George Michael Bower, the creator of PLAYTHINGS\*, to create an amazing virtual reality experience for

NYFW attendees. Users will play music on giant, rainbow-colored instruments in the shape of gummy bears, lollipops and other snack food favorites.

- **Full-Length Selfies Powered by Intel:** At various locations throughout NYFW, attendees can interact with Intel-powered touchscreens to take a full-length selfie and email it to themselves to share with friends and family on their social networks. The touch screens will also feature show schedules.

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