Intel Enters the European Fashion Market Through a Collaboration with Hussein Chalayan at Paris Fashion Week

Sept. 30, 2016 – As technology and fashion continue to converge, Intel is at the forefront, experimenting with ways to help unleash creativity for designers and brands who want to incorporate technology into their collections and shows. Today, prolific designer Hussein Chalayan unveiled his collaboration with Intel at his Spring/Summer 2017 runway show at Paris Fashion Week. The never-before-seen glasses and belts powered by Intel technology illustrate the potential of future integrations of fashion and technology by bringing innovative concepts and aspirations to life.

Intel-Powered Wearables Interpret Stress with Creative Visualizations

The Chalayan Spring/Summer 2017 collection and runway show featured connected accessories powered by Intel technology to aid in the awareness and proactive management of stress.

- **Stylish, Stress-Sensing Connected Glasses:** Powered by the Intel® Curie™ module, a tiny, low-power hardware product that provides designers and makers the ability to add functions to a wide range of devices, the glasses gather biometric data from the wearer using sensors that monitor brainwave, heart rate and breathing data to infer stress in real time.
  - Intel Curie features an onboard Bluetooth LE connection that communicates the wearer's biometric data to another device (such as a smartphone). In this demonstration, the biometric data is communicated to a belt.
  - The glasses are equipped with capacitive electroencephalogram (EEG) electrodes to measure asymmetrical brainwave activity, an optical heart rate sensor to measure heart rate variability and a microphone to measure breathing rate.

- **Powerful Connected Belts:** Powered by the Intel® Compute Stick, a tiny computing device the size of a pack of gum, the belts capture the biometric data from the glasses and translate the information into visualizations that interpret the wearer's stress level. Housed within the belts is a small Pico projector that displays the visualizations onto a wall in real time, as the models move down the runway. The projected imagery serves as a powerful visual cue to the wearer who, by initiating stress-reduction techniques, sees the imagery change in correspondence to her body's response.

Intel and Chalayan Explore Emotion and Self-Expression in the Digital World

Intel and Chalayan showed five studies using unique, never-before-seen glasses and belts to illustrate the potential of future integrations of fashion and technology. The theme of the “Room Tone” show and collection centers on “the here and now of London life,” consisting of a series of five studies that are simultaneous reactions and proposals on how certain attitudes or realities in London life can be experienced or optimized.

Following Paris Fashion Week, the five studies will be on display at the Design Museum's “Fear and Love: Reactions to a Complex World” exhibition in London starting in November.

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