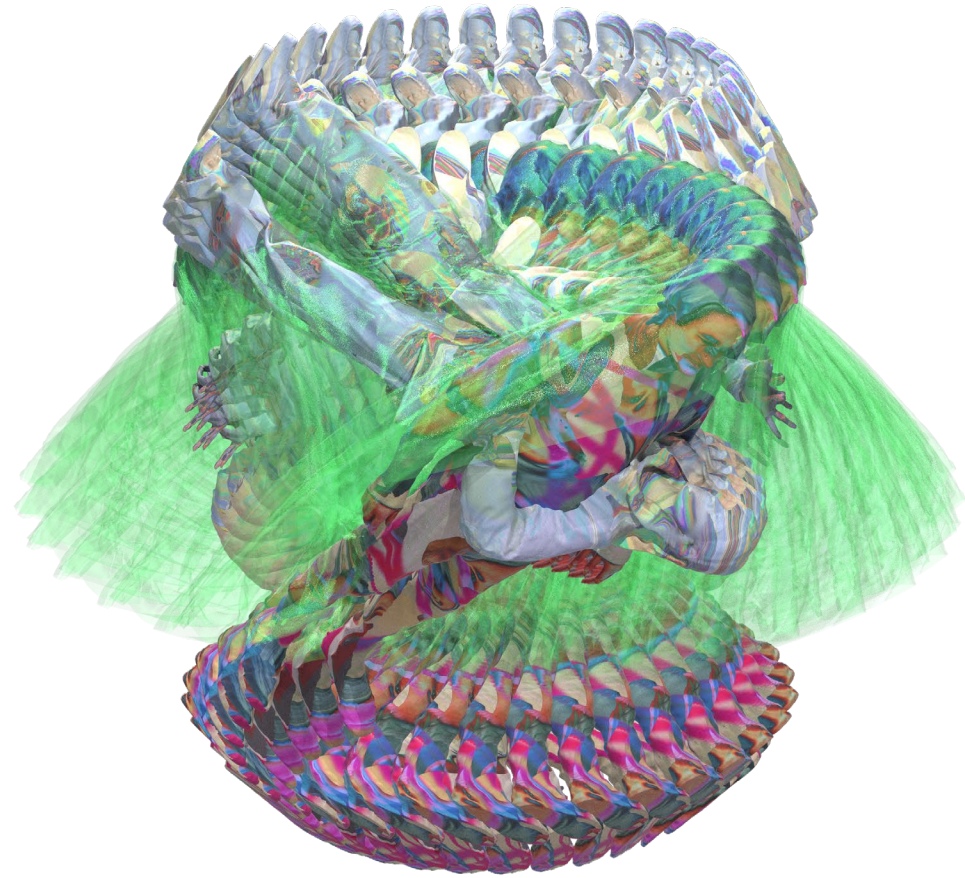


" HOW WILL TECHNOLOGY CHANGE THE FASHION AND TEXTILE INDUSTRY "

MASTERCLASS 2022



SEPTEMBER 25-28, 2022

AMSTERDAM, EINDHOVEN

*The purpose is to seek out new knowledge about technologies that enable new circular
Business models, new ways to develop and produce products as well as new services.*



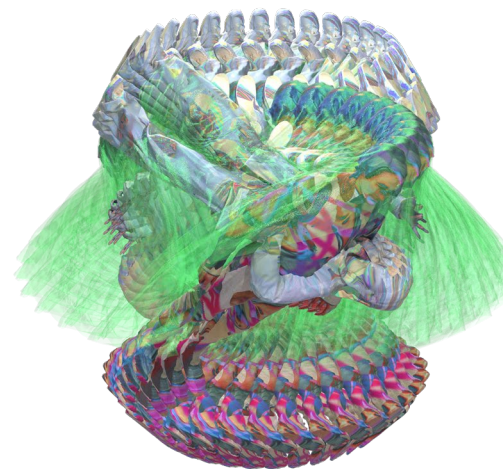
STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

👁 20 [♥](#) 0



Description

THE MEATVERSAL is a collaboration between MONE and Iona Apples. To be used as an avatar

DETAILS

Medium	3D model (GLTF)	Contract Address	0xb9...b9e0
Token Standard	ERC-721	File Size	46 MB
Blockchain	Ethereum		

[Etherscan](#) [Metadata](#) [IPFS](#)

TAGS

[#metaversal](#)

THE METAVERSAL



Artist
[@jonaskasperj...](#)



Owner
[@jonaskasperj...](#)

Make an offer

History

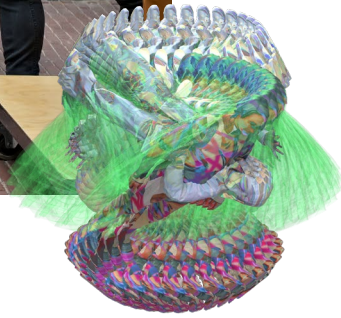
 + Minted by [@jonaskasperjensen](#)

OCTOBER 27, 2022 9:00 AM ↗

[LINK // \(728\) Authentic Digital Art - THE METAVERSAL | SuperRare](#)



MONDAY



HATCH + STITCH

Stitch 3D Hub and Showroom

Danzigerkade 11c, 1013 AM Amsterdam
Monday 9:30-10:30

HATCH Digital showroom enables brands to digitize and connect with their customers in new and engaging ways.

Main insights:

Stitch educates traditional fashion companies in their digital journey. This 'Fashion-born tech-grown' company provides three services: The Academy for learning, The Hub for creating and The Digital Showroom for selling products.

They aim to remove the physical textile waste of samples and prototypes by utilizing the Browsewear program by helping companies to do sales from 3D samples. They also provide more accuracy for traceability of the garments with their digital fashion solution.

Hatch and Stitch 3D merged into one in September 2022.

Their main clients are Tommy Hilfiger, Calvin Kelin and Scots and Soda.



<https://hatchstudio.co/about-hatch>

<https://www.stitch3d.com/>

HATCH + STICH
Stitch 3D Hub and Showroom

Danzigerkade 11c, 1013 AM Amsterdam
Monday 9:30-10:30



LALALand

Danzigerkade 11c, 1013 AM Amsterdam
Monday 10:30-11:30

AI fashion models for ecommerce brands, enabling brands to showcase collections of diverse models which actually look like their customers.

Main insights:

Lalaland produces digital models by using machine learning. They use pictures of supermodels from 1990's and combine those with random pictures of women until today. They aim to have diversity in the models they provide for fashion companies websites. The mathematical tools and the machine learning tool they use are still under development, yet they are called the most promising start-up in Amsterdam.

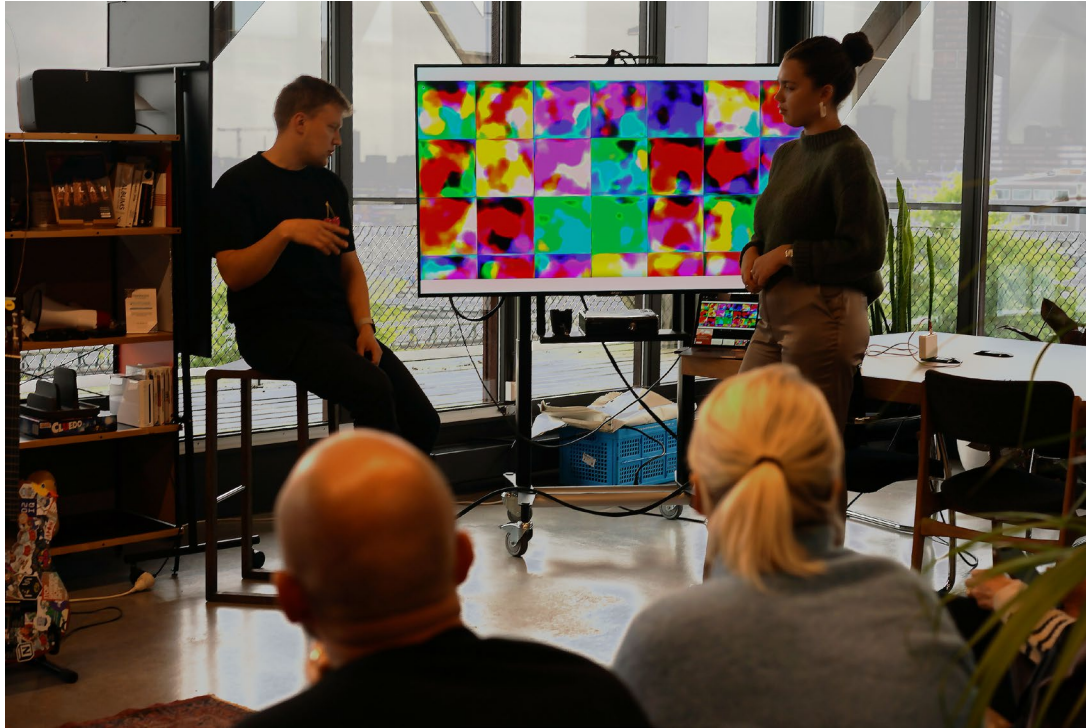
The models they currently provide are pictures of the digitally created models from five different angles that aren't yet compliant as avatars to 3D programs. These models are photorealistic synthetic humans in the digital world.



<https://lalaland.ai/>

LALALand

Danzigerkade 11c, 1013 AM Amsterdam
Monday 10:30-11:30



Tex Tracer

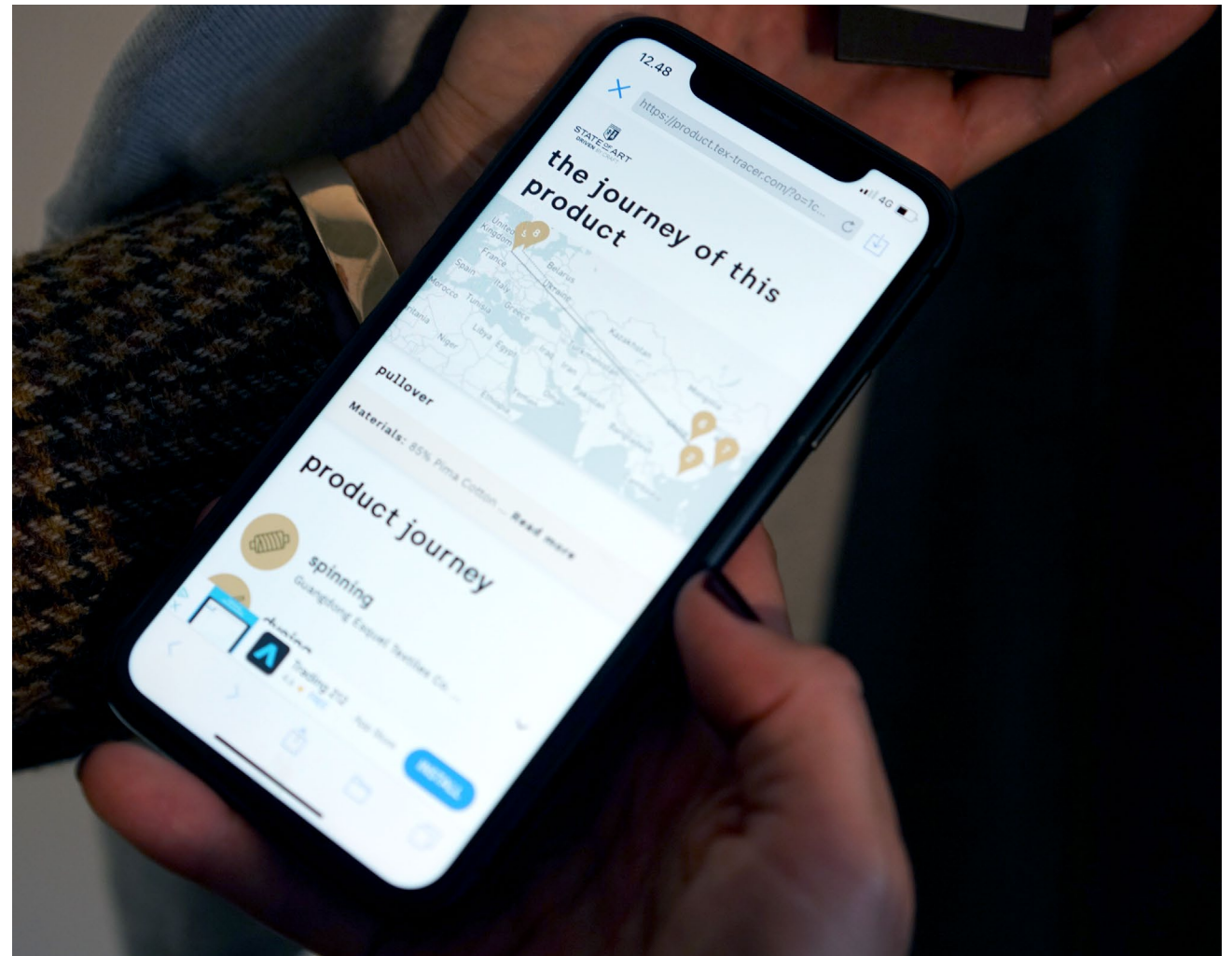
Koivistokade 76, 1013 BB Amsterdam
Monday 12:00-13:00

A platform that unlocks insightful supply chain information. The journey of your clothing item is mapped by data submitted by supply chain partners, vetted by peers a blockchain-powered platform.

Main insights: Textracer provides a service to trace the garments journey from raw material providers, to end user. It is a platform where for example cotton farmers, wear house workers, spinners, knitting mill workers can add data. The data can be verified with blockchain technology, with geo and time stamps for authenticity and with interaction where every partner vets the data.

Textrace is aiming to increase the brand value of their clients with this service, they also reduce the compliance workload and increase level of customers' trust for their clients.

They use private enterprise blockchain that does not consume too much energy.



<https://www.tex-tracer.com/>

Tex Tracer

Koivistokade 76, 1013 BB Amsterdam
Monday 12:00-13:00



House of Denim Foundation

Denim City, Hannie Dankbaarpassage 22, 1053 RT
Amsterdam
Monday 13:30-14:30

A denim innovation & network campus' in the heart of Amsterdam founded by Mariette Hoitink. A platform for physically bringing together the industry

Main insights: The House of Denim provides education in craftsmanship, denim innovation and repair services.

They train a new generation of bright blue talent and raise the bar on knowledge, skills and innovation throughout the industry. They want to collaborate better to build a network for industry-wide collaboration on standards, projects and resources for a dryer, cleaner and smarter industry.



<https://www.houseofdenim.org/>

House of Denim Foundation
Denim City, Hannie Dankbaarpassage 22, 1053
RT Amsterdam
Monday 13:30-14:30



WOTO – Window of Textile Opportunities v. BYBORRE

Naritaweg 70, 1043 BZ Amsterdam
Monday 15:30-16:30

Woto is an Amsterdam based textile innovation studio working on the frontiers of material development, functionality and aesthetics through engineered knits.

Main insights:

Window of Textile Opportunities at ByBorre is a place to educate, innovate and collaborate with brands working on knitted 3D fabrics with sustainable approach. ByBorre has advanced knitting facilities for prototyping in Amsterdam. They have decentralized global production where they find the most suitable and available machines nearby the brand location. ByBorre produces 3D knits of many different fibers. Their products come with textile passport that talks, for example, about the origin of the materials, textile composition, yarn suppliers' names.

Besides production, ByBorre also provides services on designing from idea to product.

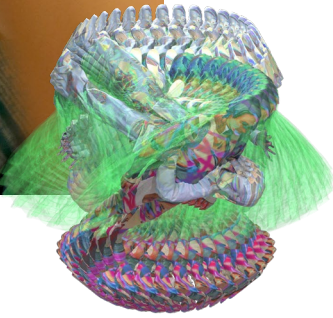


<https://byborre.com/woto>

WOTO –
Window of Textile Opportunities v. BYBORRE
Naritaweg 70, 1043 BZ Amsterdam
Monday 15:30-16:30



TUESDAY



Circle Economy office KIT institute

Oosterpark - KIT institute at Mauritskade 64, 1092 AD
Tuesday 09:30-11:00

Circle Economy office for a presentation of the extensive work of the Textiles Programme: Main insights:

Circle Economy Office is a non-profit knowledge institution for circular economy research projects and training. We learned about many interesting sustainability projects at Circle Economy Office.

<https://www.circle-economy.com/resources/fibersort-recycled-post-consumer-textiles-an-industry-perspective>

<https://www.circle-economy.com/programmes/textiles/switching-gear>

<https://www.circle-economy.com/resources/circularity-gap-report-built-environment-the-netherlands>

<https://www.circle-economy.com/resources/putting-circular-textiles-to-work-2>

<https://www.circle-economy.com/project/putting-circular-textiles-to-work>



<https://www.circle-economy.com/>

Circle Economy office
KIT institute

Oosterpark - KIT institute at Mauritskade 64, 1092 AD
Tuesday 09:30-11:00



AMFI.

Generaal Vetterstraat 66, 1059 BW Amsterdam

Tuesday 12:00-13:00

Visit to Amsterdam Fashion Institute.

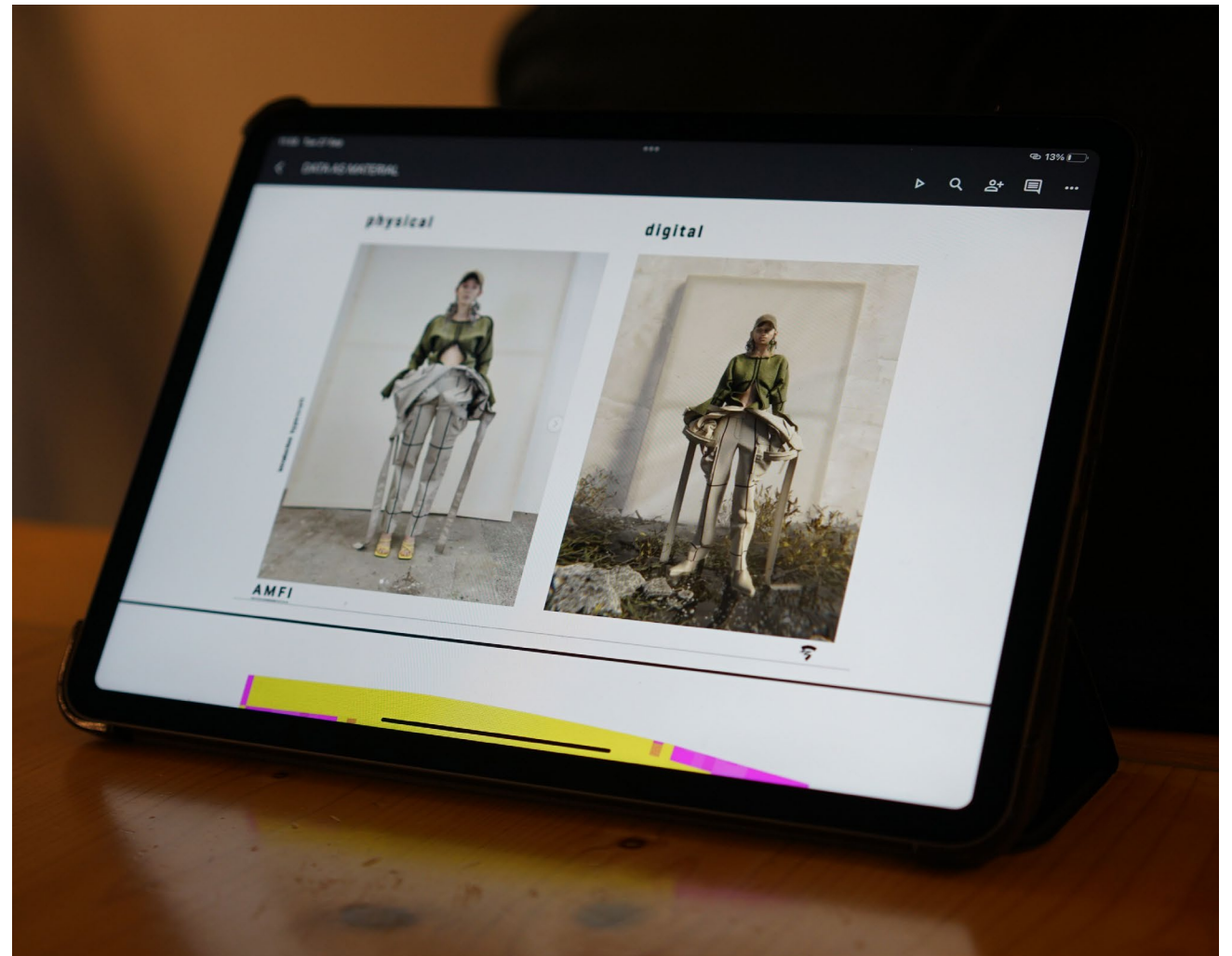
Main insights:

Lorenzo Massini presented his PhD project where he is working on utilizing machine learning in 3D designing clothing.

He is using premises of digital twinning for behavioral prediction and profiling for virtual prototyping. He is working on managing the entire available data for 3D virtual prototyping.

Sandra Kuijpers, PhD researcher, enlightened us about AMFI's premises on teaching 3D fashion design.

At AMFI, they are working on a **Hyper craft** master program that would be combination of immersive fashion and cyber tailoring.



[AMFI - AMFI](#)

AMFI.

Generaal Vetterstraat 66, 1059 BW Amsterdam

Tuesday 12:00-13:00



AMFI.

Generaal Vetterstraat 66, 1059 BW Amsterdam

Tuesday 12:00-13:00



LABFRESH

Van Baerlestraat 32, 1071 AX Amsterdam

Tuesday 14:00-15:00

To make life-proof clothing that stays clean and fresh for many days. Because the only way to clean up the fashion industry is to buy less clothes, wash it less, and keep it forever.

Main insights:

Labfresh showed us a fresh approach to retail store. They have combined their designers, administrative unit and a shop in a hip area in the heart of museum district at Amsterdam. They have funded their company with crowdfunding from local consumers. They do 90% of their sales online in 98 countries, yet they use traditional advertising methods like sending physical catalogues to the local customers.

Labfresh is combining technical clothing solutions, for example, from sports, aviation and space technologies in traditional men's business clothing.



<https://labfresh.eu/>

LABFRESH

Van Baerlestraat 32, 1071 AX Amsterdam

Tuesday 14:00-15:00



Networking event and Dinner

Hangar Amsterdam. Aambeeldstaat 36, 1021 KB Amsterdam

Tuesday 17:00-20:00

Matchmaking, followed by a dinner. Attendance from Metaverse Werkplaats, Browzwear, 3DTI.

Main insights:

Many of the people we had met during the visit came for networking dinner. Also, many new faces were invited from companies working with wearables, 3D virtual prototyping, shoe design and education.

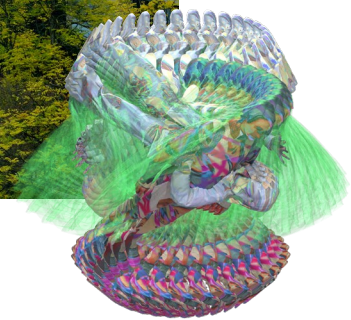


Networking event and Dinner
Hangar Amsterdam. Aambeeldstaat 36, 1021
KB Amsterdam

Tuesday 17:00-20:00



WEDNESDAY



Philips Innovation Hub

High Tech Campus, Building HTC-33,
5656 AE Eindhoven

Wednesday 09:30-11:00

Introduction to Philips Design and their circular design methods. The experience Lab tour, Philips latest innovation showcases across the care continuum.

Main insights:

Philips Innovation Hub presented us their vision of the future products and innovation models. They are investigating hardly co-creation settings in future health services. They are leading example on sustainability programs, for example, in take back systems of electronics. They acknowledge being part of creating the climate issues in the world, so they want to be part of creating the solutions too.

We saw their illustrations of suture operating theater, health services and homes connected to health provides.



<https://www.philips.com/a-w/about/innovation/innovation-hubs/eindhoven>

Philips Innovation Hub
High Tech Campus, Building HTC-33,
5656 AE Eindhoven

Wednesday 09:30-11:00



Eindhoven University of Technology

High Tech Campus, Building HTC-33,
5656 AE Eindhoven

Wednesday 09:30-11:00

Visit research lab and Wearable Senses Lab integrates academic research, education, and innovation in the area of 'soft wearables'. Introduction Fashion Tech Farm is a studio, incubator and production facility for innovative fashion. New Order of Fashion is the international platform for exceptional fashion talent. We support sustainability in fashion by presenting fresh and radical perspectives through innovation, experimentation and co-creation.

Main insights:

Eindhoven University of Technology has an extremely interesting program for industrial design. They have very holistic approach to innovation related to textiles, clothing, electronics, and wearables. We learned, for example, about their PhD studies, about their current projects inspired of COVID-19, 3D printed shoes solar panels and electronics embedded in textiles.



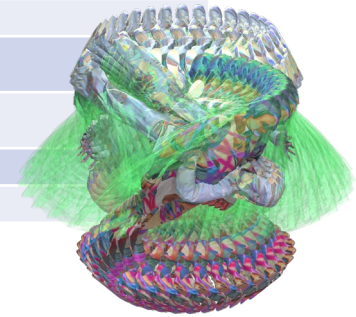
<https://www.tue.nl/en/>

Eindhoven University of Technology
High Tech Campus, Building HTC-33,
5656 AE Eindhoven

Wednesday 09:30-11:00



Industry	Organization	Name	Titel	Email
Fashion	Ayni Design Lab	Laerke Skyum Blichfeldt	CEO	laerke@ayni.com.pe
Fashion	Ayni Design Lab	Adriana	Co-Founder	adriana@ayni.com.pe
Fashion	Birger Christensen A/S (Rotate & Remain)	Alexandra Morge Rochette	Head of ESG	aro@birger-christensen.com
Fashion	Birger Christensen A/S (Rotate & Remain)	Christa Prior Nordbirk	Head of Design Studio & Projects	cno@birger-christensen.com
Fashion	Green Cotton Group Denmark A/S	Sanne Nørgaard Johansen	M.D	sn@bygreencotton.dk
Fashion	COZE	Lena Trend	Founder	lt@coze-aarhus.dk
Fashion	COZE Aarhus A/S	Marlene Ihler	Designer	mi@coze-aarhus.dk
Shoes	Roccamore Shoes	Signe Marie Bakka Backhaus	Head of product development & production	signemarie@roccamore.com
Shoes	Roccamore Shoes	Marcus Plesner	Data Science	
Textile	Kvadrat A/S	Marie Ellemose	Head of Digital	mael@kvadrat.org
Textil print	Scan HTP A/S	Camilla Puggaard Holt	Direktør	camilla@scanhtp.com
Fashion Tech	Vonoa Aps	Ditte Bjerring	Konsulent	db@vonoa.dk
Fashion Tech	Virtuall ApS	Felix Wigand	Co-founder & COO	felix.wigand@virtuall.pro
Virtual Tech	Mannd ApS	Maria H. Engermann	Ejer	maria@mannd.dk
Virtual Tech	Mannd ApS	Rebekka Mikkelsen	Proejct lead	rebekka@mannd.dk
Industry org.	Danish Fashion & Textile	Michael Hillmose	International Chef	mhi@dmogt.dk
School	KEA - Københavns Erhvervsakademi	Petra Ahde-Deal	Docent	peth@kea.dk
School	KEA - Københavns Erhvervsakademi	Simone Olivia Bakke	Adjunkt	siob@kea.dk
School	VIA University College (VIA Design & Business)	Klaus Greve True	Adjunkt	klgt@via.dk
School	VIA Design	Anders Bisgaard	Director of Research, Development and Innovation	ABI@via.dk
School	VIA University College	Gitte Villemoes Larsen	Head of VIA Design & Business	givl@via.dk
Facilitator	Lifestyle & Design Cluster	Heidi Svane	Head of Digital	heidi@ldcluster.com



THANKS

