

Amsterdam, January 19, 2018

Soul Salon, the young, innovative fashion trade fair that takes place this January 21 and 22, has entered into a partnership with Fashion Technology Lab, a party that offers possibilities to integrate technology in the fashion retail in an innovative way.

The fashion industry demands innovation, a vision shared by Soul Salon and the Fashion Technology Lab. The clothing industry is far from sustainable and consumers shop online and offline just as easily in this day and age. At the same time, technology is becoming more and more accessible and the perception of fashion now extends beyond just catwalk shows.

The Fashion Technology Lab is the bridge between education, research and industry and gives these different actors the opportunity to experiment and innovate their field. Soul Salon offers in this way a platform for the Fashion Technology Lab to offer their innovations to retailers. What does the store look like in the future? What can retailers expect in the coming years and what are the latest developments in this area? You can discover this in the Future Concept store at Soul Salon.

The Fashion Technology Lab explores the field of virtual design, the possibilities in which technology can be incorporated into clothing and how technology can be used in fashion retail. This is done in 3 themes: zero-waste fashion, future fabric and retail technology.

In the field of virtual Fashion Experience, the Fashion Technology Lab will show a magazine, which you can use with a smartphone + accompanying application, to virtually and in real-time fit clothing that is showcased in the magazine. Besides the virtual fitting of clothing, this application also provides information about the clothing brand. In addition there is a virtual store that can be displayed in Virtual Reality Glasses in combination with a smartphone. In the same Lab, a 3D Bodyscanner is shown; which is a fitting room where all kinds of cameras are present in order to capture the whole body and take measurements aimed at virtual fitting solutions.

Zee-Waste fashion and Future fabric will show the latest solutions in terms of original materials including actual products made from these new and surprising materials that can be discovered at the Future Lab.

You can find the Fashion Technology Lab right at the main entrance, to your right hand.

ABOUT SOUL SALON

On 21 and 22 January 2018 the second edition of the international fashion fair Soul Salon will take place. This exhibition focuses specifically on future trends, and offers retailers inspiration for all developments that the fashion / retail market is subject to. The event takes place twice a year, at the same time as the Modefabriek. Soul Salon is organized by the umbrella organization 'Powering Sustainable Fashion',

Initiator of the Dutch Sustainable Fashion Week and Dutch Retail Experience Awards, and owner of web platform InspiringStories.nl, agency Goodbrandz and consultancy MSL Fashion Forward. Note for editors: for more information about this message, please contact

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