



FASHION HACKDAY

Join the future of fashion and tech!

BERLIN APRIL 29-MAY 1

FASHION
TECH

INTERNET
OF THINGS

WEARABLES

SMART
MATERIALS

LIFESTYLE

RETAIL

BRANDS

STARTUPS



Bringing together the most innovative forward thinkers in Fashion and Tech

The digital revolution has reached the fashion scene – it's time to boost interconnection at the world's first fashion hackathon!

Within 48h of Fashion Hack Day, Europe's most pioneering designers, developers and engineers will collaborate in a lab space in the heart of Berlin. Together they create mindblowing fashion products that match the demands of a digital lifestyle.

The very best will show off their talent

After an online collaboration phase and preevents at our partners in Berlin we will select up to 12 of the best ideas and 50 of the very best participants to enter Fashion Hack Day.

- live presentation of developed prototypes
- invited professional audience from politics, media, fashion and tech
- “ready to wear” concepts and prototypes will be promoted further after the event.



There will be a superb closing show that serves as public first-class presentation platform

We haven't even started calling for participants and yet we are amazed by the immense interest in the event on Facebook:

557	121	40
interested	going	inv

INSIGHTS

54k reached
10k new this week

1.3k viewed
266 new this week

707 engaged
135 new this week

Timeline

Fashion Hack Day is going to take place in a well located spot in the heart of Berlin. Equipped with materials, machines as well as drinks & food for the the physical well-being of our participants we are well prepared.

PRE PHASE

- social media pre stories
- call for participants
- online idea creation
- physical meetups and workshop visits

February - April

HACK DAY

- team building
- orientation talks
- partner introduction
- challenges

April 29 - May 1

PUBLIC EVENT

- press event
- public presentation
- award ceremony

May 1

POST PHASE

- social media hero stories
- match making with industries

May - June

Whom we invite to the Board of Advisory

We are about to invite the most famous players in fashion technologies and science representatives as well as Berlin based companies to assemble our board of advisory:



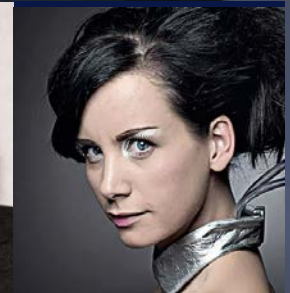
Gesche Joost
Digital Champion for the EU commission



Christiane Arp
Vogue Germany



Dirk Schönberger
Chief of Design Adidas



Anouk Wipprecht
Fashion Tech Designer



Iris van Herpen
Fashion Tech Designer



Bradley Quinn
Author and consultat



Cornelia Yzer
Senator, Berlin



Hussein Chalayan
Fashion Designer



Malte von Krshiwoblozki
Fraunhofer IZM Berlin



Marina Toeters
by-wire.net



Oscar Tomico
Eindhoven University of Technology



Jeremy Tai Abbott
Creative Evangelist Google



Media Reach:

Our audience are the most important trendsetters and influencers and have a huge media impact!

**>271.534
PEOPLE
FACEBOOK
PARTNER
REACH
ALREADY**

Participating partners so far: Embassy of the Netherlands, Sourcebook, IXDS, FFI, LNFA, and many more.

Media Reach of past projects:

- Vogue Germany
- Wired Magazine
- Tagesschau Nachtmagazin
- ORF DOKeins
- ARD Eins Plus
- Deutschlandfunk Corso
- Ars Electronica
- Vice Magazine
- Golem.de



Kingdom of the Netherlands



WEAR IT

Can you take the challenge?

We are looking for professional partners operating in fashion or tech industry who understand themselves as forward thinkers concerning digital fashion and lifestyle, willing to support Fashion Hack Day as enabler of ideas!
How you can become a part of Fashion Hack Day:



Enabling Partner

We have multiple partnership packages available.



API / Material Partner

Provide your API, machine or material and let participants create new products.

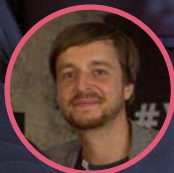


Challenge Partner

Let the participants find solutions to your challenges, problems and future plans.

LET'S GET IN TOUCH!

We can't wait to connect personally with you and see how we can work together.



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Learn more:

 www.fashionhackday.com

 facebook.com/events/1187712427924409

About the organizers Wear It Berlin
Having organized several international „Wear It Festivals“, workshops, meetups and a Hackathon. In the field of Fashion Tech we can rely on a strong global community of trendsetters, pioneers and media.



WATCH THE VIDEO

Our last Hackathon on Smartcities and Wearables together with Berlin Partner, IBM and Garmin was a rousing success.