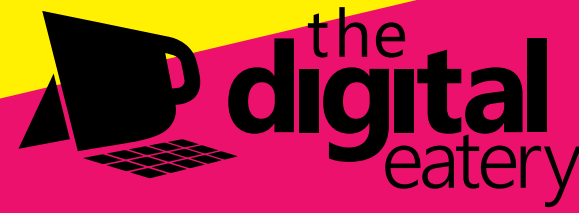
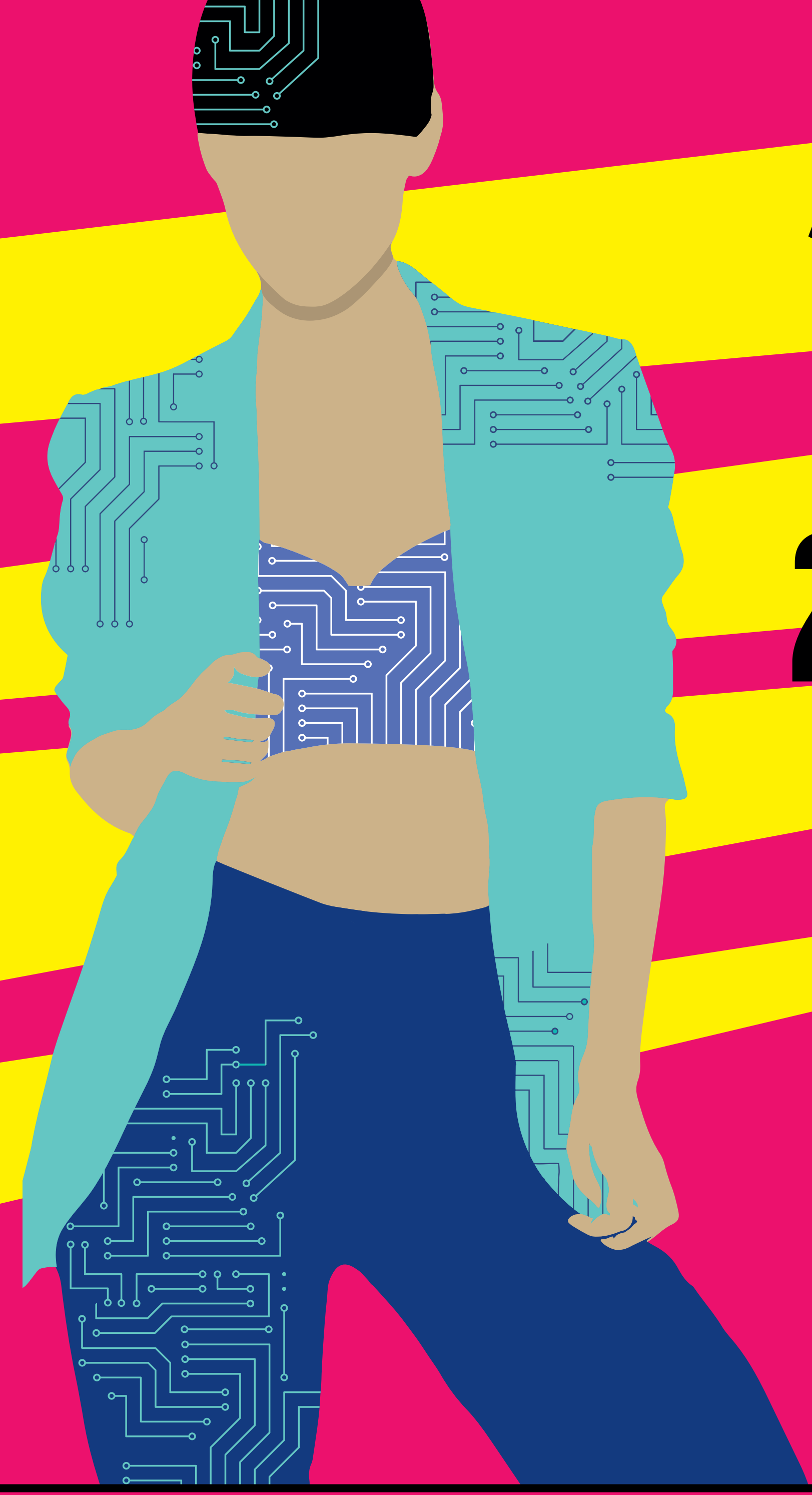


IT COUTURE AT MICROSOFT BERLIN UNTER DEN LINDEN 17, 10117 BERLIN

JULY 7-9 2015



The digitalization has reached almost every branch of the fashion industry. Creation, product management, logistics, marketing: IT is shaping the future of how fashion companies are working.

Microsoft Berlin is showcasing trends and developments from July 7 - 9, 2015 at

IT COUTURE - THE FASHION & TECHNOLOGY EXHIBITION

Smart wearables, sensors and beacons, virtual shopping assistants, 3D outfits, LED design: The IT COUTURE is the showroom for the avant-garde, fashion and retail scene!

Fashion tech start-ups and young designers are showing their creations and IT based retail solutions. Graduates of the Weissensee design college are presenting their collections that include digital components.

July 7 - 9, 2015, open 9 AM - 7 PM.
Entry is free.

IT COUTURE? FASHION GOES DIGITAL!

The panel on the digitization of the fashion industry is uniting start-ups, designers, retail and fashion experts.

Panel members include: ElektroCouture. Berlin Partner. Microsoft. And others.
Hosted by Kiki Albrecht, fashion blogger at The Random Noise.

Tuesday, July 7, 2015, 11.30 - 12.30 AM.
Entry is free. Please register at www.microsoft-berlin.de

IT COUTURE - BIKE TAXI & RELAX

The IT COUTURE is the central meeting point for industry visitors, retail partners and designers: Travelling via bike taxi from the IMG tent at Brandenburg Gate directly to The Digital Eatery, to relax and connect.
Special: We offer fresh lunch boxes for guests of the Berlin Fashion Week every day.

July 7 - 9, 2015, from 9 AM - 7 PM.
Use of the bike taxi as well as entry are free.

BERLIN AWARD WEARABLE IT / FASHION TECH

The Berlin Senat for Economics, Technology and Research is supporting the trend to wearables with the BERLIN AWARD Wearable IT / Fashion Technology.
At IT COUTURE - The Fashion & Technology Exhibition, the ten best teams are competing for the prize money awarded by Cornelia Yzer, Berlin Senator for Economics, Technology and Research.

Wednesday, July 8, 2015, 6 - 7.50 PM.
Register at <http://aka.ms/WearableIT>

The nominated showcases will be exhibited on Thursday, July 9, 2015, 9 AM - 7 PM.
Entry is free.

BERLIN WEARABLE TECHNOLOGY MEETUP

Wearable technology enthusiasts meet the nominees of the BERLIN AWARD Wearable IT / Fashion Tech awarded by the Berlin Senat for Economics, Technology and Research. During a tour unique insights about the ideas and conceptualizations behind the exhibits and their final execution will be given.

The meetup is organized in cooperation with the Wear IT Festival Berlin, the first local festival for wearable electronics and fashion technology.

Thursday, July 9, 2015, 7 AM.
Register at www.meetup.com.

WAIT, THERE'S MORE...

We are looking forward to welcome you at Microsoft Berlin during the Berlin Fashion Week. You can discover more Fashion & IT at the #FASHIONTECH BERLIN conference.

Wednesday, July 8, 2015 at Kühlhaus
For more information please visit www.fashiontech.berlin

