



Innovation > Retail > Children's drawings transformed into bespoke clothing

CHILDREN'S DRAWINGS TRANSFORMED INTO BESPOKE CLOTHING



Picture This prints children's artwork onto dresses and t-shirts for one-of-a-kind, personal designs.

Produced on-demand, each **Picture This** dress is unique. Children color in a dress template, upload a photo of the artwork to the website and choose a size. Within weeks, a personalized, wearable piece of art arrives in the mail. Customers also have the option to purchase a matching doll-sized dress.

The company launched with a single product and now, having proven the idea's popularity, is working to expand its range of clothing. T-shirts and other uni-sex clothing items, along with adult sized pieces, are being considered.

Children's artwork is also being transformed into **jewellery** by this Turkish jeweler. As wearables become more diverse, expanding from healthcare into art and fashion, their connectivity is improving. This shirt **changes color** depending on the amount of air pollution present. How might wearable art be used in combination with smart devices to help an ageing population?

20th October 2016

Website: picturethisclothing.com

Contact: twitter.com/picturethisco