



Innovation > Retail > Unique textiles generated from customers' emotions

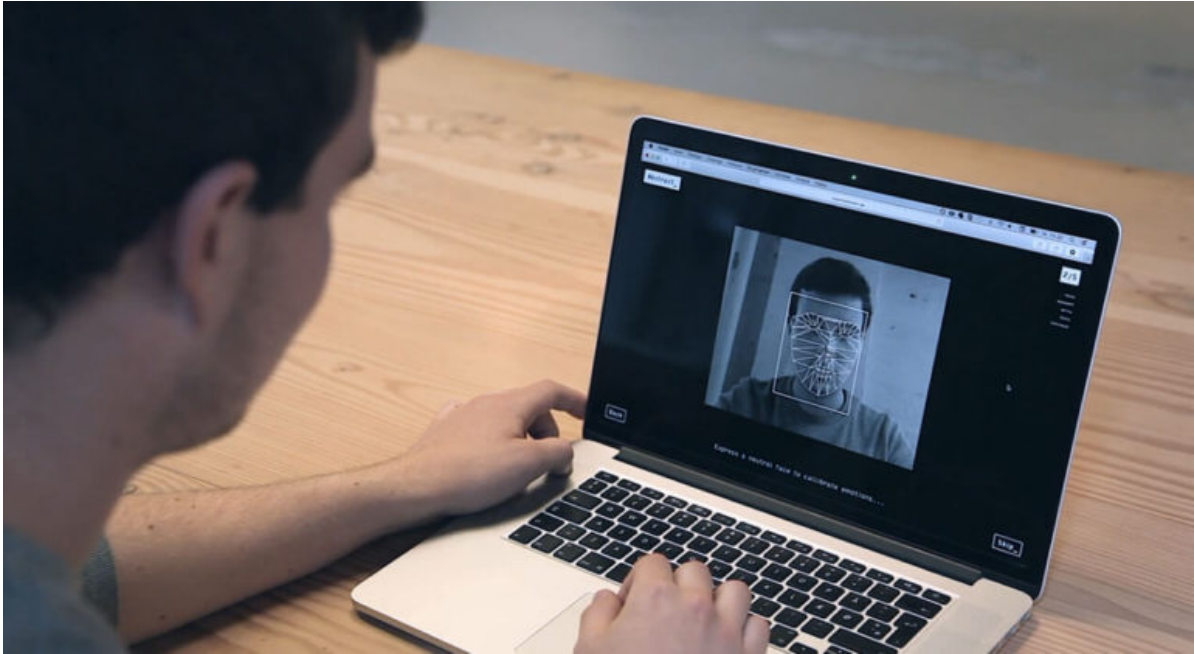
UNIQUE TEXTILES GENERATED FROM CUSTOMERS' EMOTIONS



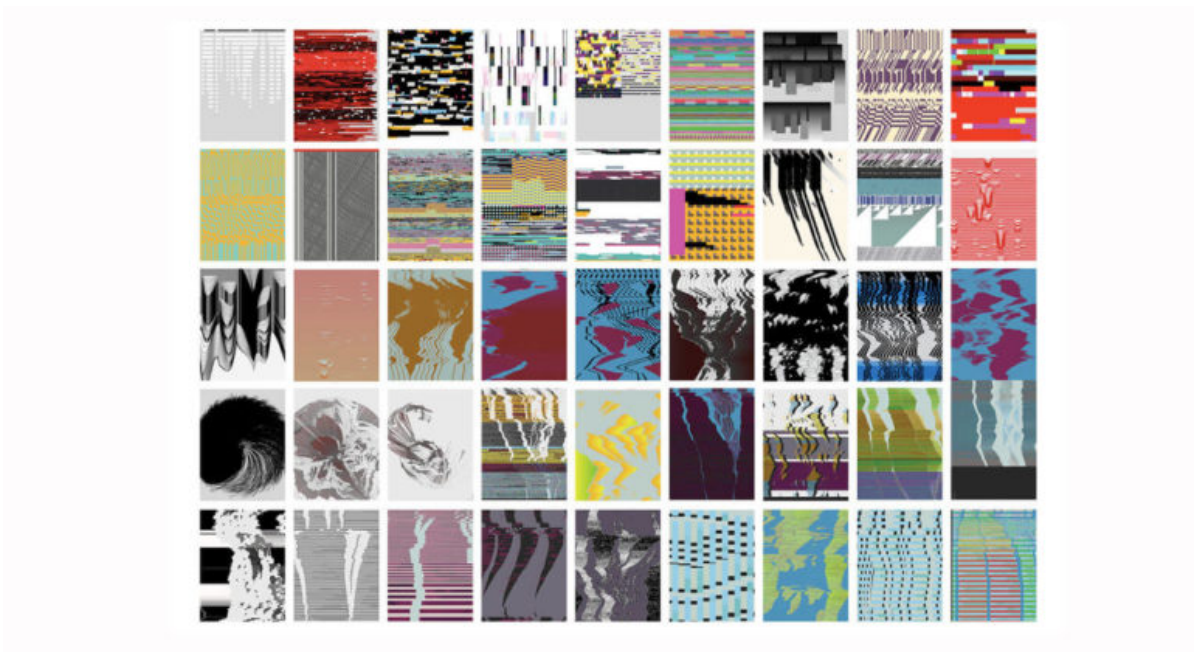
Abstract_ is a web shop that collects data about the customer's emotions and writing, and converts it into a unique patterned textile.

Fashion has always been regarded as an expression of self, so it is no surprise that clothing companies which enable customers to create unique, customized garments often attract an eager audience. We have seen customer-designed spectacles, hyper-customizable shirts and even one-off running shoes made from the customer's old sofa. Now Abstract_ is a web shop that collects data on the customer's emotions and a piece of their writing to form a completely unique patterned textile, which is then used to make a clothing line.

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To begin, customers visit the Abstract_ web shop and permit the system to access their webcam, which analyzes their expression using facial recognition software. Then, the user enters a short piece of writing. The program converts the customer's data — the content of their story, plus the rhythm of their typing and their facial expression — into a unique digital pattern. Next, the designers at Abstract_ turn the pattern into a visual representation of those elements in the form of a textile design. Finally, the customer chooses a garment to make from their textile and selects their size and preferred color combinations. They can even adjust the placement and scale of their pattern. Once completed, the customer can order their garment from the web store and have it handmade by the Abstract_ team.





Abstract_ is a collaboration between textile designer Kristine Boesen, fashion designer Julie Helles and interactive designer Bjorn Karmann. What other customer-specific elements could be used to create customized clothing?

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Email: juliehelleseriksen@gmail.com

Website: www.juliehelleseriksen.com