

Siglinde Zisler, Director of the German Master School of Fashion, Munich, about the clothing market and the convergence of technology and textiles

“Fashion creates the interface between clothing, technology and the human body” (Lola Guldenberg, frogdesign)

“Technologie must try to be close to fashion: Textile look and feel must not be impaired by new functions, which means that technology must be small, light-weight and smooth. Mechanical stress must not lead to failure, washing and cleaning must be possible. The cost of the added value must not significantly increase the price of the garment. All these requirements are met by Infineon’s enabling technology. It has been a pleasure to accompany the beginning of a new era of the textile industry with creative competence.”

“For us, fashion is a key phenomenon that affects all parts of society and design. Today, customers want clothing with extraordinary appeal and functionality. This is why the textile market is especially fast and enthusiastic to welcome innovations. We designed clothes for various life situations – while taking current fashion trends – which we believe will conquer the market due to their added functionality.”

“Traditional roles of clothing are enhanced by technological developments. Special requirements call for innovative solutions. The first people to wear reflecting clothes for better visibility were firefighters years ago. Later, reflecting strips were attached to school-bags – today these materials are an integral part of children’s and leisure wear. In the next step, this clothing could be equipped with integrated electronic modules.”