IVYREVEL
ivyrevel.com

Ivyrevel, and was founded with the aim of dictating new trends through the analysis of the clients' experience.The innovative brand will do so with the help of a number of algorithms that include the users' preferences and the way they change. With such data Ivyrevel will be able to single out with accurateness the desired item and even create it, modifying its design.

AWAY TO MARS
awaytomars.com

We are an online clothing community, based in London and Lisbon. We design, manufacture, and release new products with the help of a worldwide community.
Our users co-design and crowdfund them into existence within a matter of weeks.
By outsourcing the initial stages of the creative process to the general public, we allow you to concentrate solely on the generation of innovative and interesting ideas.
You can submit your drawings, concepts and ideas online (drawing skills and techniques aren't important, just your ideas) and we manage everything that follows:
- working with a great team of technical experts to bring your idea to life
- organising a crowdfunding campaign for each product
- overseeing the whole production process
- and finally, hosting the finished item on our sales portal.
Users help us decide what to make.
By crowdfunding prototype designs created by other users, you determine if they reach the production line. And you'll save up to 30% in the process.
Our customers are our designers.
Our customers are our trendsetters.
Together we're building a new way to do fashion.

UNMADE unmade.com
Personalisation editors, ecommerce integration and on-demand manufacturing. customised designs straight to production, for the same unit cost as mass production.
Personalisation - directly modify the clothes they buy, before they are made. Change colours, shift patterns and add monograms
Ecommerce Integration - can buy unique products alongside pre-made stock in the same purchase.
On-Demand manufacturing - Once orders are placed and paid for, Unmade's factory partners move into action.
Enable existing knitwear factories to add unique orders alongside existing bulk production to enable one-offs at the same unit cost as mass production.

FABRICALY
promotes selection of designers
submit sketches via email . fabricaly takes care of sourcing, production, pr and shares profits with designer
both garmz and fabricaly are in the business of democratizing the fashion world giving creative designers access to the industry, giving a platform to design produce and sell their products online

GARMZ
-designers upload their best designs and the community votes on favorites

MODCLOTH
customers are brought into the buying process and can vote on which pieces the company should start carrying ,
blogger of the moment, select several user generated designs to put into production. B2C company leading the way into 3rd stage social

SHOES OF PREY shoesofprey.com
customers are brought into the buying process and can vote on which pieces the company should start carrying ,
blogger of the moment, select several user generated designs to put into production. B2C company leading the way into 3rd stage social

OPENWEAR
a platform where people from different backgrounds are able to access knowledge and best practices for collaborative and distributed work.
can be defined as a collaborative clothing platform–a place to network about fashion using online tools, discuss projects, and download and customize free collections.

VALENTINA
a cross-platform patternmaking program which allows designers to create and model patterns of clothing. This software allows pattern creation using either standard sizing tables or an individual's set of measurements. It blends new technologies with traditional methods to create a unique pattern making tool.

POST COUTURE COLLECTIVE postcouture.cc
the worlds first 100% open source fashion label, offering a revolutionary alternative to fast fashion. accessible affordable and sustainable , download pattern for 5 euro choose ur fabric then cut and assemble at home .. want to make popup shop where you pick design nadapt to your measurement cut and made within minutes ... want to use 3d printing in the future

ELECTROLOOM
allows anyone to design and create ready-to-wear garments, from a personalized 3D geometry, without the need for seams.

One of the objectives of Electroloom is to reduce the amount of energy necessary for the production of a garment. Unlike traditional methods, Electroloom does not cut or sew, but generates the fabric from zero, through the technique of electrospinning, a method that converts a special liquid nanofiber solution, sprayed and deposited on the plate model. The plate is driven by an electromagnetic field inside the printer by a process very similar to the techniques used in laboratories to produce organic tissue

OPEN KNIT
Open source 3D knitting machinery and software to create homebrew fashion lines in your workshop.
Openknit is an open source 3D printer that can knit anything, from a simple hat to a textured sweater. It was developed by Spanish designer Gerard Rubio who, after having dedicated much time learning the technicalities of 3D printing, transformed what began as simple curiosity and experimentation into a new system of production.

The Openknit system is composed of three principal components: a sewing machine, the Knitic software that allows communication with the machine, and an online database where clothing is shared.

To simplify the user experience, there are instructions and materials provided for step-by-step construction of your Openknit printer, and the Knitic software allows you to customize clothes as you like.

BURDASTYLE
aims to connect a whole community of users who exchange opinions and advice on how to design and sew clothes. [2] The site works by letting the designer/brand set a minimum quantity amount for each product that must be reached in order for the design to be produced.

MODA OPERAND
buy directly from collections, shop the runway
enable vogue.com readers to purchase favorite looks from the website courtesy of online trunk shows

RENT THE RUNWAY
renting from luxury fashion shows
Rent high-class runway apparel when you need it.

PROJECT SEPTEMBER
shop from photos
gilt groupe co founder launched fashion marketplace app curated photos from insta, allows users to tap for product details and links to retail sites to shop instantaneously
collab with bloggers, photographers and stylists to showcase their favorite items
challenge: changing consumer shopping habits
bridge gap between online shopping and social browsing
allow users to earn a commission through sale of items purchased from their images

THE NET SET
for net a porter .. style tribes - helps users filter and shop according to personal style. integrated consumer experience

CRAVES
slyce is the parent company
mobile fashion app takes advantage of visual search technology to identify clothing and accessories in photos. (camera roll, follow celeb profiles and view their virtual closet, follow brands and friends, influencers earn commission off of transactions

EMOTICODE
by popsugar, that owns also shopstyle, ecommerce app, companion app to snapchat taps into screen shots.
when a user takes a screenshot of a snapchat tstory that displays the code the screengrab is sent to a hub inside emoticode or shopstyle apps, user can revisit all screenshots, which link directly to the products for purchase. works on instagram too.
Revolve uses style codes- equivalent to SKU number, type into site or google, style code based on trends. side step 3rd party curators like "like to buy", paying for a direct way to shop snapchat (screenshots) or instagram, everlane uses on snapchat too

STITCH FIX
personal style service - share size, style preference, clothes sent to your house - try on, buy what you like and send back the rest. free shipping

LYST
central platform where consumers can mix and match millions of products from 11,500 brands
data science, image analysis, Machine Learning
recommendatoin algorithms align consumer behavior with product feature
dont own any products just resell on behalf of affiliated brands and retailers like ASOS

REWARD STYLE
is realizing the social media world's longtime dream of converting influence into e-commerce opportunity. Founder Amber Venz Box has channeled her frustration as a fashion blogger who wanted to make more money into a full suite of back-end publishing and tracking tools. Today, RewardStyle allows her and her fellow bloggers and Instagram personalities the chance to earn commissions on the products they promote.

AMAZON
live fashion show +style code+ ferragni for ss16
style code live lets you shop while you watch

MMFLEUR
using data and customer feedback
the idea of inroducing shoppers to a decidely finite list of items catering to women who dont have time to sort through an endless stream of product

SMARTZER
london based tech startup, video: shoppable, engaging, interactive
"ability to see exacty where consumers are clicking, on which products, during which part of the video provides insight into how to create even more engaging video content and which elements of video player achieve the best interaction and conversation rates for brands, this data is at the core of our future innovation"

Smartzer is a video technology company founded in 2012. Smartzer's interactive video players allow e-commerce companies to generate sales and capture detailed analytics directly from their videos. Consumers can click on items within a video to see further information and links to purchase. Our video tagging technology allows for the interactive players to be created at a fast turnaround allowing for a largely scalable solution.

Simplicity and design are a core element of our product, and our players are built to provide the best experience for consumers.

CINEMATIQUE
startup making videos touchable and buyable
directly engage with what they were inspired by in a video.
seamlessly add and save everything they touch without interrupting the video - cinematique player saves all touches- extend life beyond the view
result in a longer more intimate engagement with all things in the video.
next evolution of storytelling - directly connect content creators with viewers.
agile methodology. content creators can upload videos and make them touchable - working on new mobile solutions

BODY LABS
translate body scans into full
models with measurements

SURFACE PRO
create digital avatars

KINECT SCANNERS
create digital avatars

LOOK LET
model simulation company

EUCLIDE
segment shoppers through average shop time and number of visits

dior eyes
okgirl - vr online shop / ggamification
hermes

CLIQUE MEDIA GROUP
For parlaying fashion advice into retail gold. Known for its hit lifestyle and e-commerce websites—Who What Wear (fashion), MyDomaine (home decor), and Byrdie (beauty)—Clique Media leaped out of the digital world and into the physical one in January 2016 with a clothing line for Target. The millennial-minded Who What Wear collection offers runway trends at big-box prices ($34.99 for velvet pants, $44.99 for a cape blazer) and keeps up with the frenetic pace of fashion by committing to 12 updates a year. It's a natural evolution for the 11-year-old company, which grew out of the Who What Wear blog started by Elle magazine veterans Katherine Power and Hillary Kerr.
uses the information gleaned from Clique Media's verticals and social media accounts to figure out what will sell. "We have amazing insight into what's converting: what brands, what silhouettes, what material," says Power. "We're also engaging the customer along the way. We'll be looking through fabric swatches and go on Snapchat and say, 'Which one do you like better?' " The crowdsourcing has worked

MODIFACE
launched by Aarabi - military lip reading software (standford defence industry. AR startup grown to power apps for 55 top makeup brands like sephora P&G and unilever
fireup the camera on ur phone or store makeup counter's tablet, choose different styles of lipstick, eyeshadow etc and modiface applies to your face in real time
simulate hair changes, anti aging treatments and more../ web ios and android

in stores, modiface's virtual makeup mirror is increasing sales by 31% because customers are more confident they'll love what theyre buying
thats why brands are paying 200,000-300,000 $ a year to integrate AR tech into their own apps
it all started with botox and military research

REBECCA MINKOFF X EBAY
store of the future, connectied wall. order drinks, check product availability, purchase directly from fitting room, change lighting scenario

ALTERTECH
improve fitting room experience software, room valet, data analysis

RALPH LAUREN
touchable shoppable window

MEMOMI
see yourself from all sides,
compare clothes, outfits, share with friends

GENOSTYLE
algorithm driven tyle analytics platform, infuse and amplify existing customer data analytics the styles they consume and how it drives margins

TRUEFIT GENOME
fit ratings and size recommendations
powers its award winning confidence engine allowing retailers to provide highly personalized fit ratings and size recommendations to shoppers resulting in dramatic increases to net revenue. it allows retailers to curate highly personalized collections to each consumer

LAUNCHMETRICS
software that utilizes data to accelerate the launch into the marketplace through key influencers and build a lasting exposure

MIUMUSIC
engagement tool app through interaction
has no commerce integration .. doesnt showcase any products .. allows user to merge music of dj of the catwalk and visuals from the runway
layer the music with up to 4 moods

HERMES
different ways to tie a scarf

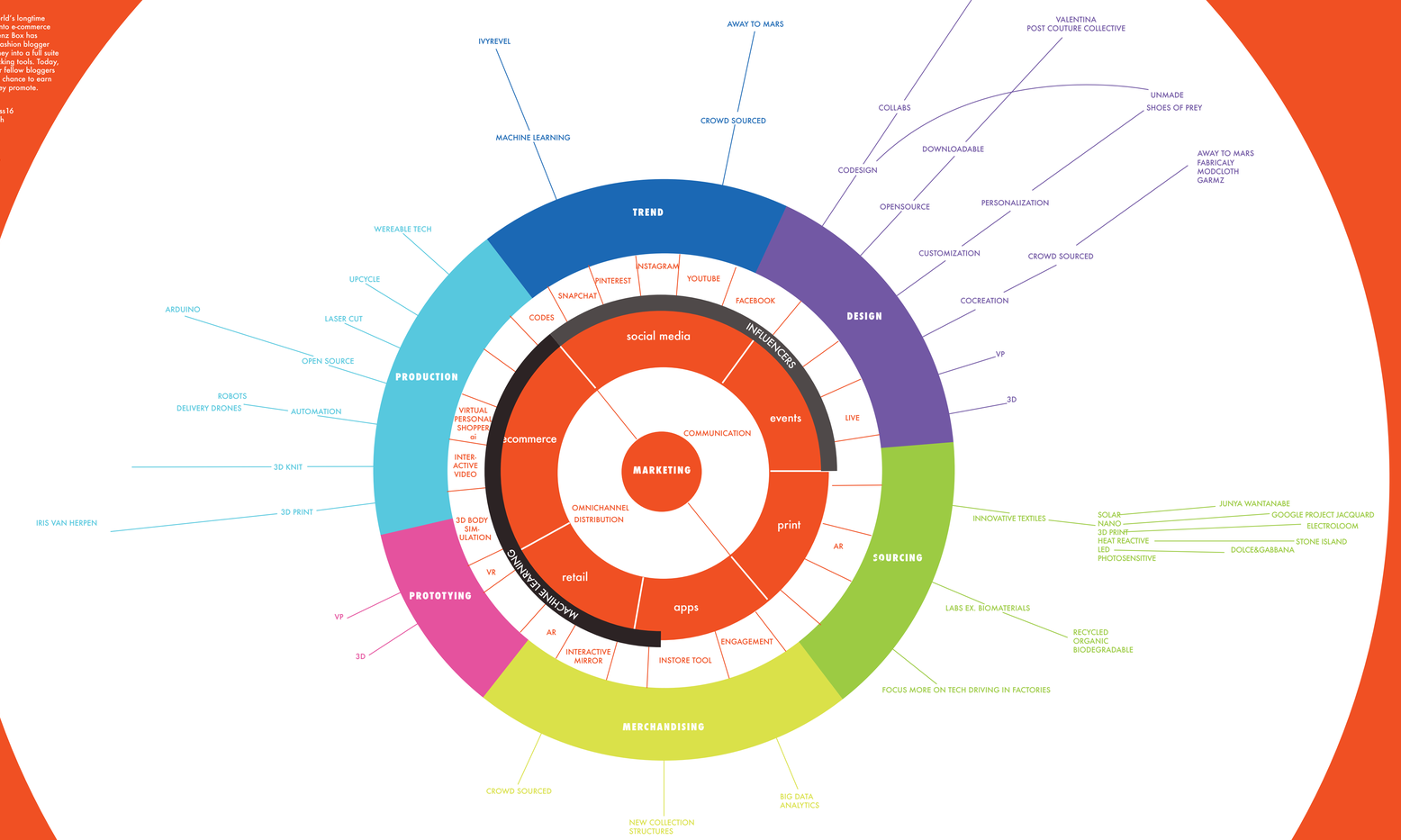
LIKETOKNOW
shop favorite instagrams, photos of influencers & brands.

WISH APP
incorporates gamification by incentivizing users with additional discounts when they purchase from flash sales

NIKE RUN CLUB APP
create coaching plans, and tailor the training to all users, track their workouts and progress.
that features tons of social network integration so you can link up with your friends so you can compare workouts or even compete with one another

MOBILE COMPANION
macys and IMB watson create mobile tool (browser not app) to make in store shopping easier
google search engine like tool for products, accessed through browser- ask any question (=heres the womens shoe dept..)

GOOGLE BOUTIQUES
take stylyzer quiz to be shown personalized recommendations .. like pandora or netflix. the algorithm learns more as ppl interact with the site constantly improving the quality of recommendations

FASHIONLISTA
have members find and rate fashion finds,
install a web browser extension. browse thru internets vast selection of garments and accessories and hit love it button to add items to profile and fashiolistas database of browseable items. users customize their profile and follow fashion forward members that inspire them
creating a fashion social-network

VETEMENTS X
H&M
THE NORTH FACE X COMME DES GARCONS
SUPREME X LOUIS VUITTON