

Press release

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## Thinkathon: from mixed reality to circularity

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**The FASHIONSUSTAINBERLIN THINKATHON is entering its second round. Challengers are KPMG, Microsoft HoloLens, Hugo Boss and Techtexil/Texprocess.**

A two-day conclave, two days of thought marathon. On 2 and 3 July 2018 it will be here again: the THINKATON will be running for the second time in parallel with the FASHIONSUSTAINBERLIN conference – pioneering thinkers from various sectors will be coming together to unite their knowledge and expertise and to master the industry's challenges in a design-thinking challenge. The focus will be on three subjects: sustainability, innovation and technological progress. The demand from industry has been so great that this time three challenges, instead of two as before, are going to be launched:



Photo: FashionSustainBerlin / Messe Frankfurt Exhibition GmbH / Daniel Gebhardt Photography

KPMG & Microsoft HoloLens will be presenting a challenge on the subject of “mixed reality.” Mixed reality comprises systems which mix the natural and artificial perception of a user, e.g. through intelligent linkage of e-commerce and the creation of shopping experiences. In this context KPMG und Microsoft HoloLens want to know from the participants at the THINKATON how these technologies can be used to make the fashion industry more sustainable. Hugo Boss will be addressing the question of the circular economy. The German fashion group will be presenting

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participants at the THINKATON, in a challenge entitled “Circular economy in the premium fashion segment”, with the task of proposing what a market-leading circular-service model for a premium fashion brand could be like.

Techtextil and Texprocess are trade fairs taking their start from the textile value-added chain. Under the slogan “Techtextil’s circular change challenge” the two fairs will address the question of how all participants across the value-added chain can be involved in transforming the industry in the interests of sustainability, re-usability and circularity.

Participants at the THINKATON will have less than 48 hours’ time, working with design-thinking coaches, to produce solutions to these questions. Inspiration through interdisciplinarity: the teams at the THINKATON will feature a varied composition of innovators and pioneering thinkers. Whether they are leading experts from industry, teachers, designers, academics, developers, entrepreneurs or change agents – with their expertise in the widest range of fields they will enter into a mutual challenge with the participants, propelled onwards to high performance in a high-speed process.

The results and proposals will be presented directly to the closing panel at the FASHIONSUSTAIN conference on 3 July 2018 at 3.00 p.m. on the upper floor of the Berlin Kraftwerk.

The THINKATHON is a unique design-thinking format which is organised on behalf of Messe Frankfurt by Kaleidoscope Berlin and Sourcebook.eu.

## **THINKATHON**

Pioneering thinkers from various fields will come together at the THINKATON, to unite their knowledge and expertise and in this way to find innovative solutions for a specific problem within a limited time. At the same time as the FASHIONSUSTAINBERLIN conference is taking place, interdisciplinary teams will face specific challenges from industry in a design-thinking challenge. With experienced design-thinking coaches as mentors, the THINKATON will bring researchers and consultants together with designers, technicians, start-ups and MA students. Working in small groups, they will answer questions posed by progressive companies and initiatives in the industry about the future of fashion and textiles. Their solutions will be based on multidisciplinary collaboration and will consider sustainable, technological practices and innovations in the corporate sector.

### **Videos, photos and further information:**

[www.fashionsustain.messefrankfurt.com](http://www.fashionsustain.messefrankfurt.com)  
[www.facebook.com/FashionSustain](https://www.facebook.com/FashionSustain)  
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[www.greenshowroom.com](http://www.greenshowroom.com)  
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FASHIONSUSTAINBERLIN

Berlin, 3 to 4 July 2018

[www.youtube.com/greenshowroom](http://www.youtube.com/greenshowroom)  
[www.instagram.com/greenshowroom](http://www.instagram.com/greenshowroom)

[www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)  
[www.facebook.com/ethicalfashionshowberlin](http://www.facebook.com/ethicalfashionshowberlin)  
[www.youtube.com/EFSBerlin](http://www.youtube.com/EFSBerlin)  
[www.instagram.com/ethicalfashionshowberlin](http://www.instagram.com/ethicalfashionshowberlin)

Further details to Messe Frankfurt's global textile fairs: [www.texpertise-network.com](http://www.texpertise-network.com)

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

FASHIONSUSTAINBERLIN

Berlin, 3 to 4 July 2018