

I love shopping – thinking about consumer behaviour in the future

Concepts for the exhibition

1. Project: Clothing Identity

Representation and integration of cloth's identities with the owners identities on purpose to extend the product's life in terms of sustainability.

Concept by Lisa Schu and Caspar Bauer

2. Project: Clothing-Cloud

A concept which is to improve the general overview of the clothes inside the wardrobe including features which help to support a more conscious and sustainable handling of clothes.

Concept by Katharina Ehrles and Sabine Neises

3. Project: Custom Fashion

Realization of a concept, which deals with the issue of customization in order to enrich the shopping experience.

Concept by Katharina Blagova and Sinja Michels

4. Project: R.O.W – Right of Way

The application for mobile devices will resolve the borders between online and offline shopping. The user will experience an enjoyable and effective way of cloth and accessories shopping. Companies will benefit due to a new way of customer relations.

Concept by Fabian Ruf and Patrick Rucireto

5. Project: modify my closet

Conception of a community to modify unused clothes, to extend the product life and to share creative ideas.

Concept by Sandra Heidenreich and Stephan Stoffels

6. Project: Clothes Sharing

The Idea of Clothes Sharing is to create a platform where designer and labels can show their creations. So they can take a first step into the fashion world.

Concept by Viktoria Maria Britz and Philippe Detaille

7. Project: Off-/Online Shopping

The concept of the app is shopping the clothes with comfort and responsibility and connecting Online-Shopping with "real Shopping". The app solves several problems when buying clothes and gives the consumer a lot of information about the garment. The information about the garment offer different perspectives of shopping and the Fashion Industry.

Concept by Cemre Erol