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Brave New Wardrobe

BY MARJORY GARRISON

OKAY, SO IT MIGHT NOT BE COOL to clip your Blackberry to your belt or wear your cell phone in a holster, but you don't have to be a geek to sport new "wearable technology." Soon all the stuff you already carry around with you—your digital camera, your iPod, your laptop—will be miniaturized and strapped to your bicep or sewn into the garb you've got on. And some designer gear will do more than make techno-bling of your MP3 player. Prototypes promise that one day your clothes will warn of incoming nuclear missiles, summon help when you're being attacked, and provide 3-D directions when you're looking for a place to eat. Here's what your wardrobe has to look forward to in 2004 and beyond.

PHENOMENON EL From Marmot:

The last time we were stranded on a mountain in the middle of the night in a white out trying to read a topographical map by starlight we were, well, basically f--cked. Never again. Fitted with electroluminescent panels, this all-weather cyborg safety gear will help you find your way home again—or find your keys in an unlit parking lot.

COOLING JACKET From Corpo Nove/Grado Zero Espace:

This jacket really will make you the coolest kid on the block. Using 165 feet of air conditioning tubes and modeled after gear designed by the U.S. armed forces, this chic Italian getup has even been approved for use in space by the European Space Agency. Which is great, since by the time it hits markets we may be living on Mars.

WACCA From NEC:

Need a new perspective on life? Here's your answer: It's a camera, on your wrist. Built-in distance sensors promise focused pictures at cool angles, and a browser lets you rotate through thumbnails to choose your favorite action shot for display. This tech-cessory—only a concept now—will one day make you demand more of your jelly bracelets.



MTV Brave New Wardrobe
(MTV magazine)

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