

OTTO

Augmented Reality Shop

OTTO is currently testing a "Virtual Try-On" application by adding an augmented reality shop to its Facebook fan page. Online users can now try on selected styles and mix and match garments whilst including friends in their buying decisions.



Photo: Otto

Using their webcams, users can interactively try on selected garments from OTTO's clothing range, have their photos taken and share the styles with their Facebook friends. „The Augmented Reality Technology on Facebook enables us to offer our fans an emotional and fun shopping experience,” explains Dirk Ploss, OTTO's division director brand management and communications. A feedback option invites users to publish questions and comments on the new app. If this new idea takes off, OTTO will explore the possibility of extending the application.

[<http://apps.facebook.com/virtuelle-anprobe/>]

KINGPINS

Kingpins Spreads its Wings

Since the debut of Kingpins event in New York in 2004, this boutique event, focused on denim, has spread its wings to all over the world. It is held twice a year in New York, Los Angeles, Shanghai, Hong Kong and a revolving show in Indian cities of Bangalore, New Delhi and next time in Mumbai. Next year a Kingpin event will be

launched in Dhaka, Bangladesh and in 2013, one in London UK will also come on line. Andrew Olah, the founder of the event and head of Olah Inc. an agency for denim trading, was dissatisfied with the inconspicuous role denim played in the big textile shows and so he created Kingpins. The event is catered to those well known in the denim business. Exhibitors are in and along the denim wear manufacturing supply chain from yarns to finished products. "We want to be all over the world but we have no intention to expand each event in size; we want to remain a niche show to serve the denim world", Mr Olan emphasized.

[www.kingpins.info]



Andrew Olah organiser of Kingpins

FILO

Positive Outcome for the 36th Edition



Photo: Filo

The 36th edition of Filo, the international fair of yarns and fibres for orthogonal and circular weaving and technical textiles organized by AssoServizi Biella has been a success. The number of exhibitors and visitors was stable at around 2,500, which reflects a trend that has been confirmed through the years. Filo confirms itself as an event not to be underestimated for its characteristic of a unique business-to-business event dedicated to high end products. The excellence of the yarns for the "state of the art" textile-clothing chain has been the theme of this 36th edition of Filo, from the product proposals presented in the trend area to

the debate at the inaugural round table moderated by Marilena Bolli, president of Unione Industriale Biellese and owner of a textile mechanical company, who is the ideal representative of the first link of a long chain constituting the fashion system. Proposing only yarns of excellence is a choice that Filo has made since its first edition in 1994, which has been rewarded through the years with constant growth in exhibitors and buyers through what we have defined as "controlled growth" of Filo.

The next date is the 37th edition of Filo on 7-8 March 2012.

SOL Y AGAVE

Tequila-fibre

The Agave Tequilana Weber plant, grown mostly in the state of Jalisco, Mexico, is produced in large quantities for the production of Tequila. The sugar is extracted from the plant for the tequila though historically the waste leaves have just been burnt. Mexican company, Sol y Agave de Arandas, is hoping to turn these

waste leaves into useful fibres for the textile industry. The resulting fibre is proving more resistant than cotton, easier to dye, absorbs at least the same amount of water and humidity, and has similar properties as linen and hemp. Having developed the fibre, the company is now looking of an end use for it.