



Intelligent Clothing

**INTELLIGENT CLOTHING**  
NEW INNOVATIONS

In 2014, **David Giuli** patented the fundamental principle of his brand, **Intelligent Clothing**. The principle is simple; with a zip, a pullover can become either a sweatshirt, or a vest. The research for the creator of this young brand is focussed around the modularity of the garment, offering a sensation of lightness and freedom with a minimal, urban style. The material used for all the creations of IC (for Intelligent Clothing) is cotton and the price range from a T-shirt to ta coat is between 40€ and 180€.

[www.intelligentclothings.com](http://www.intelligentclothings.com)

**SPONGEBOB BY BEATRIX ONG**  
LAUNCHING IN COLETTE

Parisian concept store **Colette** will become the first retailer to launch an international retail partnership with Nickelodeon & Viacom Consumer Products (NCVP) for the fashion collection, "SpongeBob by Beatrix Ong." The high-fashion collaboration from NVCP and London-based designer Beatrix Ong MBE will feature men's and women's product including luxury SpongeBob SquarePants accessories, home wares and apparel. Colette will debut the collection in late Spring/Summer 2015 before it launches across Europe, Asia and North America. Apparel prices will range between £90 and £200 (GBP).

[www.colette.fr](http://www.colette.fr)



Eastpak x Jean Paul Gaultier

**EASTPAK**  
**X**  
**JEAN PAUL GAULTIER**  
PROTECT YOURSELF!

**Eastpak Artist Studio** is a project bringing together the world's most creative minds to interpret the iconic Eastpak Padded Pak'r®. The participants are given the task to create the original design of a blank backpack. The proceeds are donated to charity organisations. Not a long time ago **Jean Paul Gaultier** presented his project to support **Designers Against AIDS**. Now a collaborative collection including seven backpacks has appeared. As the Frenchman says, "I think the condom is the greatest piece of clothing ever invented and my message to everyone is: "Protect yourself!"

[www.eastpak.com](http://www.eastpak.com)

**PULL-IN & ISKO**  
JEANS FOR JOGGING

Joining the fashionable world of denim and the lively world of jogging and training, the brand **Pull-in** launched the new Denim collection, choosing **Isko** as a partner for the patented denim technology Isko Future Face. The advanced shuttle woven technology looks like circular knitting and lends jeans an incredibly soft feeling and maximum flexibility, while assuring a superior fit. The ready for action collection is addressed to young men and allows a wide range of interpretations, from sporty to metropolitan.

[www.pull-in.com](http://www.pull-in.com)

[www.isko.com.tr](http://www.isko.com.tr)



Studio Joo x Titania Inglis

**STUDIO JOO**  
**X**  
**TITANIA INGLIS**  
PORCELAIN ACCESSORY COLLECTION

Delicate yet tough, the porcelain world of Brooklyn-based ceramist **Studio Joo** and the minimalist rock'n roll aesthetic of fashion designer **Titania Inglis** merge in their jewelry and accessory collaboration. The mini-collection is the fruit of a year long partnership and the resulting necklaces, arm pieces, and porcelain-studded items are carefully handmade in Brooklyn. Each begins with Elaine Tian at Studio Joo shaping and inking each porcelain petal by hand; then, using fine silk thread, Titania Inglis stitches each piece into its final incarnation as a pendant or applied decoration.

[www.titaniainglis.com](http://www.titaniainglis.com)

[www.studiojoo.com](http://www.studiojoo.com)

**RUCO LINE**  
MULTI-BAG BY JEAN NOUVEL

Vrac is a new bag project created by French architect **Jean Nouvel** in collaboration with Italian sneaker label **Ruco Line**, now on sale in Ruco Line's flagship stores and online. Nouvel says, "Vrac is a surprise: it looks like a light, flexible clutch without any apparent depth or shape, whereas it's really two objects in one". The inside multi-coloured, laminated pockets give depth to the interior, so that different sized objects can be placed quite comfortably in the various compartments.

[www.rucoline.com](http://www.rucoline.com)