



THE POWERHOUSE

As pioneers in the FashionTech industry, we lead the way for other companies in an entirely new market segment. Our expertise in merging Fashion with Technology means we can find the right solution for a new product line. Our team has a strong focus on interdisciplinary design thinking, business development and manufacturing processes. Our journey started in the year 2014 with *making 'light' wearable* and *making it real* in the FashionTech world. Today, the house of brands under ThePowerHouse brings together the best minds in design and innovation to bring fashion technology projects and initiatives to life.

We adapt to the demands of our clients across sectors and are always at the forefront to act quickly. We are supporting the FashionTech industry across sectors and breaking the silos within which are too strong.

As FashionTech experts across different industries such as consumer electronics, automotive, textile, jewellery, shoes, fashion, sport or personal protective gear — we believe in adding more and more functions to your clothes as you continue to glow. We believe that everyone can look pretty and smart at the same time. Fashion is our user-interface, technology the backend — together we can create meaningful and innovative products. In order to achieve this, we support collaborations and follow an interdisciplinary approach, answering an important question: how to incorporate smart technology which appeals to a mass audience and not 'just' to techies.

ThePowerHouse is an innovation agency for FashionTech, Wearable Technologies, Internet of Things (IoT), Industry 4.0 and SmartTextiles Manufacturing. During our work with clients and partners we have garnered extensive knowledge and experience to prototype and manufacture cutting-edge fashion and wearable technologies. From ideation, concept-building, scouting markets and materials, to launching new products with feasibility studies and manufacturing solutions — we're here to help. We also offer internal innovation workshops to explore how your company can diversify its product range for new markets.

House of Brands under ThePowerHouse

From creating the world's first ready-to-wear FashionTech line to creating an international forum for innovative wearable technology, the house of brands by ThePowerHouse is the leader for future innovation design technology services. We provide services under the following sub-brands:

ELEKTROCOUTURE

As an internationally acclaimed glowing FashionTech couture brand, we are collaborating with international fashion designers to bring technology and high-luxury design together for the real world.

THE STUDIO

The Studio is a prototyping and innovation centre for FashionTech, internet of things (IOT) and wearable technology. In our space, technologists and designers come together to invent the future of clothing and materials, changing form and factor.

THE ACADEMY

We're providing regular interdisciplinary classes joining technology and design together. Our experts will introduce you to the basics of sewing, 3D printing and modelling, laser-cutting and pattern making, electronics and soft circuits.

THE LAB

The Lab is a platform to innovate and develop ideas for new materials, interactivity and life-cycles for textiles. Our tools are bacteria, mushrooms, algae and any other bio-agent to promote the idea of sustainability through bio-mimicry/bio-hacking for garments.

Testimonials

Professor Hans Georg Näder, owner of the Ottobock group and an ElektroCouture partner says, "ElektroCouture stands for innovation in textiles and wearables and has great potential for me."

"At the House of ElektroCouture, a washing machine is more than just a device – it's a part of a new FashionTech system. Lisa Lang and her team are teaching machines to communicate with the fashion of the future – it's a big opportunity for new exciting products," — Siemens.

"The future will be interdisciplinary, and it's where ThePowerHouse Group is. They merge Fashion & Technology to develop new concepts. They manufacture prototypes and imagine modern business solutions. ThePowerHouse group is an innovative hub with a brilliant approach," says Cécile Poignant, editor of the Trend Tablet (founded by Lidewij Edelkoort & Cecile Poignant).

For interview requests and media queries, please contact: press@thepowerhouse.group

<https://thepowerhouse.group/>

ThePowerHouse GmbH
at Bikini Berlin, 2.OG
Budapester Str. 46
10787 Berlin, Germany

