

The Consumer Market

Clothing

The Yocum activewear line from **adidas** is the latest to incorporate the Coolest Comfort moisture management technology from **Nano-Tex**. Garments will include men's and women's shorts, ¾ length pants, capris, and pants with a zip-off leg option.

CuteCircuit has created some real buzz with their "Hug Shirt" (known officially as the F+R Hugs), which gives wearers the sensation of being hugged. It's actually a Bluetooth accessory for Java-enabled mobile phones, and sending a hug to someone is as easy as sending a text message. Once the data is received, sensors (the type of which is unknown) embedded in several areas throughout the garment provide a sense of touch, skin warmth and heartbeat. The circles in the photo show where the sensors are positioned; they can not only be removed for washing, but used (or not) to "customize" your hug (i.e. around the shoulders, full body, etc).



Photo Courtesy: CuteCircuit

Undergarments from **WarmX** are able to warm themselves up when they make contact with the skin. The key is the use of a silver-plated thread of polyamide that's woven into the jersey knit, which is used in conjunction with a microprocessor-based battery module that regulates three different temperature levels. Looking at the photo, it's clear to see why next-generation thin-film battery technology would be incredibly attractive for an application like this. The garments are currently available in Germany for about 260€.



Photo Courtesy: WarmX

Cosmetics



Photo Courtesy: Estee Lauder

Thin-film battery technology has made its way into cosmetics. Really, **Power Paper**, which developed a thin-film battery technology using paper as its base, is now supplying the product to two cosmetic firms. **Amore Pacific**, the largest cosmetics company in South Korea, launched the Age Away Program Patch in early April. The patch, which is applied to the skin around the eyes, delivers a mild current (and anti-aging serum), which is said to provide an immediate reduction in the appearance of wrinkles. Cosmetic giant **Estee Lauder (NYSE:EL)** launched their product, the Perfectionist Power Correcting Patch, in the US in mid-March.

Perfume

Sensory Design & Technology has created a unique piece of jewelry that doubles as a wearable perfume diffuser; the "Scent Whisper" was showcased in the Fashion in Motion show at CTIA in early April, where it was referred to as the Butterfly Perfume. The ruby and gold pendant uses a wireless humidity sensor and microfluidics/lab-on-a-chip technology to deliver fragrance.



Photo Courtesy: Sensory Design & Technology