

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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## Fashion week

### Video Transcript

Hello, my name is Paul Daugherty, I'm Accenture's Chief Technology Officer and I'm here at Fashion Week in New York. I'm excited to announce our partnership with MADE to promote the concept of fashion technology. Fashion technology originates with the idea of wearable devices designed to fit people's fashion preferences, cultures and lifestyles. It goes beyond the concept of functionality and pure technology to make sure that the devices are used by the regular customer in their day-to-day interactions.

It is the only way to make sure that wearables are adopted broadly. We have begun to address this largely unmet need through some innovative projects led by [Fjord, part of Accenture Interactive](#), and our [Accenture Technology Labs](#).

We believe that very soon customers will start expecting their wearables to be fashionable and their fashion to incorporate technology. This is particularly important for retailers as we envision a future where wearables will become not just fashion

accessories such as a smart watch or pair of smart glasses, but also be imbedded in apparel, opening up an entire new world of possibilities. However fashion tech is not just important to the fashion and retail industries; as billions of people and tens of billions of devices and sensors become increasingly connected there is a wealth of innovative new services and applications that you can imagine. Fashion tech, thinking about form and function that can make technology usable, useful and ubiquitous will be essential in many industries.