



The Rise of Smart Fashion
at the
World Renowned Palace of Fine Arts
of San Francisco

"100 Years of Fashion"

MISSION

THE RISE OF SMART FASHION AT THE PALACE OF FINE ARTS

Fashion and Technology Runway Show to Feature Top Designers and Wearables

The heart of smart fashion lies at the intersection of technology and beautiful design. Driven by visionary excellence and the irresistible allure of technological innovation, we seek to build community and establish connections between only the very best in fashion and technology.

Dave Martinez Ventures, STYLEMATIC, UP27.com, WearTechCon, Innovation Hangar and the world-renowned Palace of Fine Arts are hosting a fashion and technology show. **“The Rise of Smart Fashion”** will feature some of the world’s leading fashion designers and inventors in the wearable space. Our distinguished guests will enjoy an evening of entertainment, featuring a full runway fashion show, live music, cocktail reception, innovative exhibits, and more. A dazzling array of creations in virtual reality, space, 3D printing, and fashion and mobile applications alongside a distinctive selection of high-end fashion designers will be in attendance. Get ready for an eclectic adventure you won’t want to miss!

THE EVENT

LOCATION:

Palace of Fine Arts
3301 Lyon Street
San Francisco, CA 94123

DATE:

Saturday, July 25th 2015

TICKET COST:

Early Bird: 2 for \$100 (before June 15)
Regular Price: \$100

WEBSITE:

www.PalaceAtNight.com

AGENDA:

7 p.m to 8 p.m. Cocktails
8 p.m to 9 p.m Runway Fashion Show
9 p.m to 12 p.m Music, Networking, and Private Viewing

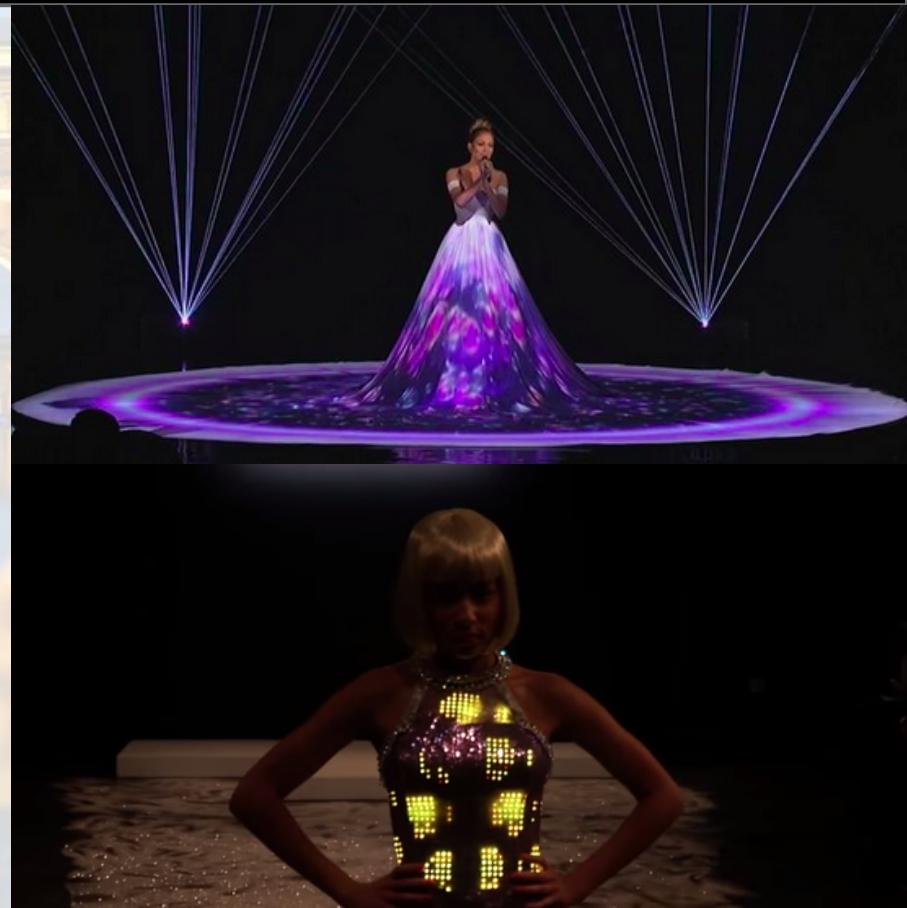


WHAT IS SMART FASHION?

Smart Fashion is at the intersection of luxury, technology, and fashion.

Over the next few years, smart fashion and embedded technology is poised to earn:

- Personal smart devices - \$10 B (2016- Gartner)
- Smartphone Accessories - \$20 B (2012- ABI)
- US Apparel and Jewelry Manufacturer - \$40 B (2013 - IBISWorld)



Right: Jennifer Lopez "Feel the Light" Smart Dress , Fashion Designer Cute Circuit debuting Smart Fashion at the Mercedes-Benz Fashion Week Fall 2014

WHAT ARE PEOPLE SAYING ABOUT SMART FASHION?



"CFDA drives innovation in the fashion industry. As we look at the power of technology and its influence on fashion, we believe it is already a large part of the fashion industry's creative process."

That's why we are excited to announce a strategic partnership with Intel on wearable technology in which we will bring together unique strengths of the two industries—Intel, who delivers technological innovation across computing devices, and our members, who design clothing and accessories that are defining style and personality. The two together are a powerful combination."

— Steven Kolb
CEO for Council of Fashion Designers of America

"One of the greatest opportunities for wearable technology is to create and design a beautiful accessory that our customers want to wear. It is exciting to be part of an elite group of brands which bring wearable fashion to life."

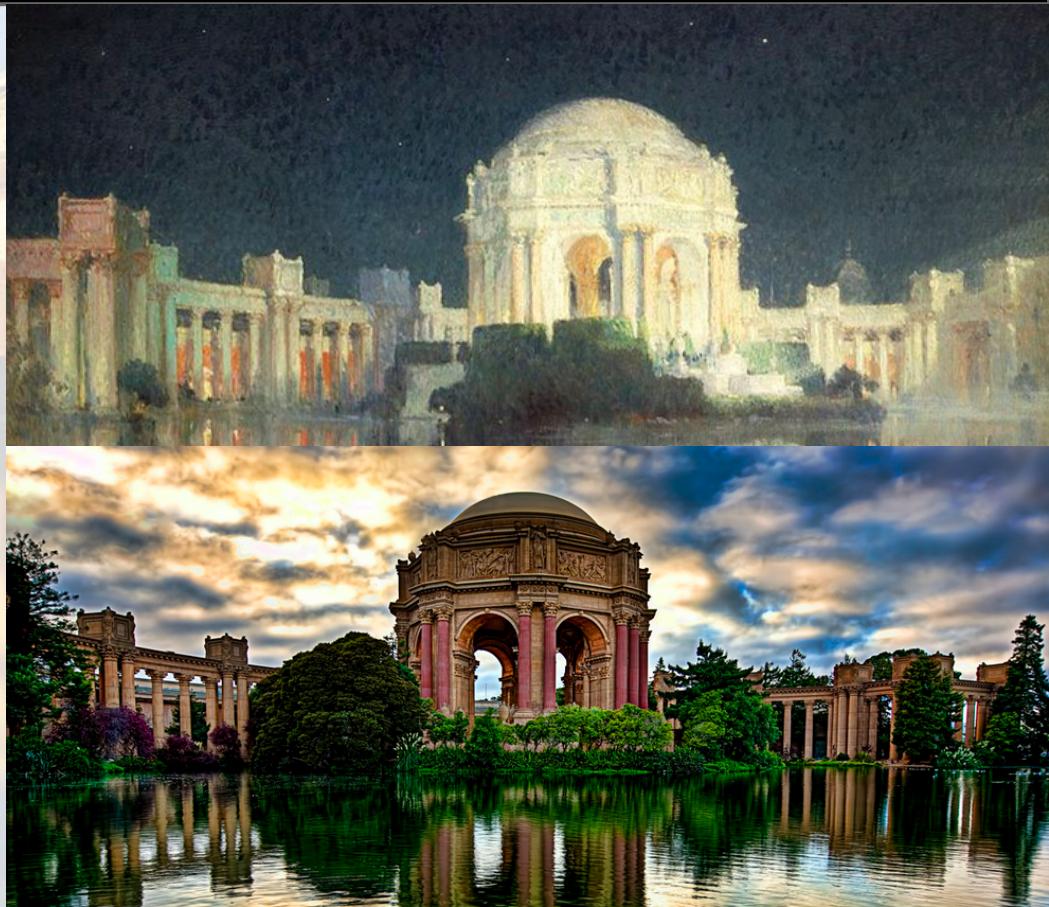
In partnership with Intel, we are excited to announce that Barneys will be one of the first luxury retailers to merchandise a beautifully designed smart accessory from Opening Ceremony."

— Daniella Vitale
COO of Barneys New York

Left: Cute Circuit on the runway, Katy Perry wearing CuteCircuit

VIP ATTENDANCE

- VIP Guests who are technology, culture, and arts enthusiasts from San Francisco, Silicon Valley, and abroad
- Internationally renowned fashion designers
- Exhibitors of innovative technology and other products from San Francisco, Silicon Valley, and abroad



Palace of Fine Arts, by Exposition exhibitor Colin Campbell Cooper

LOGOS

THE PALACE AT NIGHT

JULY 25, 2015 | SAN FRANCISO



 **INNOVATION**
— HANGAR —
EST. 2014

 **STYLEMATIC**

**DAVE MARTINEZ
VENTURES**

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