

IVYREVEL

Ivyrevel x Google introducing the future of fashion with Coded Couture

The digital fashion house Ivyrevel launches custom-made fashion for everyone, made by you and your phone.

The digital fashion house Ivyrevel, supported by the H&M group, is proud to announce that they are partnering with Google to bring couture into the digital age with the Data Dress - a personalized dress designed using a smartphone app developed by Ivyrevel and Google. The app tracks each user's activity and lifestyle which is then interpreted into a truly unique, and on-trend, custom-made Ivyrevel dress.

Google is the latest groundbreaking partnership for Ivyrevel, the world's first digital fashion house, founded in 2013 with the ambition to merge fashion creativity with technological innovation. The Data Dress is an initiative from Ivyrevel's Fashion Tech Lab, committed to shaping the future of fashion.

"It's such an exciting moment. We're about to change the fashion industry by bringing the customer's personality into the design process through data technology. To get a unique piece of clothing today you need to either buy a custom-made design piece or design it yourself, but that is generally not an affordable option and most people lack the design experience. The Data Dress enables women around the world to order a dress made entirely for them, that reflects the way they live their lives," says Aleksandar Subotic, co-founder of Ivyrevel.

This is how the Data Dress app will work: Simply carry your phone wherever you go, and over the following week the app will use data technology to get to know your lifestyle. Where do you hang out? What do you love to do? A truly unique Ivyrevel dress will be designed over the course of a week, using this knowledge of your lifestyle through Google's technology.

The statement dress is already at the heart of the Ivyrevel look, a style that's polished, bold and extrovert. The Data Dress takes a giant leap forward, using Google's technology as part of the design process itself. As the week goes by, users will be able to watch the design of their dress evolve, as the app gets to know them even better and uses its knowledge to translate their lifestyle into a Data Dress. It's about couture techniques tailored to your story, from material and silhouette to unique details such as personalized embellishments. Importantly, the resulting Data Dress will be available worldwide at Ivyrevel's accessible price level.

The app is launching in closed beta stage, and is currently being tested by selected global style influencers including Ivyrevel's co-founder Kenza Zouiten. The film below follows Kenza as she creates the first ever Data Dress. Over the coming months, other influencers will share stories as their very own Data Dresses are created, and how their lifestyle has been captured by technology in a dress for the very first time. The app launches to the public later this year.