

Connected jacket unlocks exclusive product experience



Designed by Rochambeau, the BRIGHT BMBR has a hidden zipper pocket containing the limited edition label and customized chip that unlocks the bespoke products and experiences. The smart connectivity comes from Avery Dennison Retail Branding and Information Solutions (RBIS) and internet of things smart products platform [EVRYTHNG](#).

As well as a VIP pass to a New York City restaurant, gallery or nightclub, the bespoke gift packages include a limited edition artwork, making-of video and unique selection of products from a select mix of stores. And each jacket is itself a ticket to Rochambeau's 2017 Spring/Summer fashion show. This collaboration with Rochambeau is part of RBIS' and EVRYTHNG's #BornDigital project of apparel manufactured with software to make smart connectivity immediately available.

From [shirts that change color](#) when exposed to air pollution, to entire [wardrobes that request donation](#) if not worn frequently enough, fashion's quest for something new includes integrated technology. What common wardrobe malfunctions could be solved with connected clothing?

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