Retail Innovation Shout Out: Levi’s and Google Partner to Develop Smart Clothes

by Sonia Parekh

Smart accessories – rings, watches, bracelets – have already become mainstream, and with the recent partnership between Google and Levi’s, we may soon find that smart clothing is not far behind. The two companies have come together to launch Project Jacquard, an initiative focused on developing materials that have sensors woven into the yarn or other fibers.

The sensor fibers are indistinguishable to the eye, but have built-in connectivity that allows you to access various devices on the network. Imagine… your pants may know whether you are sitting on the couch or exercising, your socks may be able to track how many miles you walked, and you may be able to turn off your TV by running your hand down your shirt sleeve. Smart clothes could change the way we connect and communicate with each other forever.

Working with the renowned tailors of London’s Savile Row, Google engineers have already constructed a smart and stylish jacket that allows you to answer the phone with a quick swipe of one hand over the sleeve. But both companies are committed to developing a product that can scale so that everybody can make the clothing, and more importantly, everyone can buy it. Look for this amazing example of merchandise innovation soon – at a store near you!

Like this Blog?

Click to check out more Retail Innovation Shout Out blogs and join the conversation!

Originally published on June 17th, 2015

What’s your view? Add your question or comment
About the Author

Sonia Parekh
sonia.parekh@kalypso.com
Sonia brings over 15 years of industry experience. She has deep retail industry knowledge having worked as a consultant and in operating roles with many large, national retailers.