Since the emergence of haute couture, Paris has conceived the world’s greatest fashion design innovation. However, as fashion innovation becomes increasingly technology-driven, Silicon Valley is carving out its own role in fashion. The results (particularly in wearable technology) are less than fashionable. The technology needs to find aesthetic and the Parisian-based luxury fashion brands are well positioned to provide it. How can a dialogue be created between Paris and Silicon Valley in the emerging fashion-tech space?

Over a ten-week period, I plan to interview, work alongside, and learn from Parisian fashion houses, investment firms, designers, and students interested in technology-driven innovation. I plan to map out how brands are innovating – from product design and trend projection, to online, social, and in-store experiences. Ultimately, my research will propose a process of better merging Silicon Valley with fashion best practices.