
THOUGHT-STARTER: GET READY FOR SMART CLOTHING

By Livvy Houghton and Holly Friend

28 : 02 : 2019 Fashion : Retail : Technology



Aman Advani, CEO and co-founder of Ministry of Supply, explains why smart garments have previously failed, and how his science-backed fashion brand is creating truly smart connected clothing.

Ministry of Supply was born out of MIT as a way to bring the same functionality of gym clothing to professional apparel. 'To us, it's not about innovation for innovation's sake; it's about designing connected apparel in a way that seamlessly integrates into people's day-to-day lives, and solves everyday wardrobe problems,' says Advani.

Its product, the Mercury jacket, is powered by AI. 'The Mercury jacket solves the clothing challenge of dressing for transitional environments, such as a commute where you go from stepping outside into the cold, walking quickly to a subway, and then being inside a warm subway car,' he continues. 'We wanted to design a jacket that would adjust automatically to the wearer's environment, without adding layers or unzipping coats. Think of it like a personal Nest thermostat.'

'The jacket is also **Alexa-enabled**, so consumers can say 'Alexa, turn on my jacket' before heading out of the door. To us, venturing into connected apparel, or wearables, seemed like a natural extension of our human-centred design ethos.'

Read the full Q&A [here](#).