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Spokespeople

Stratasys

- Naomi Kaempfer - Creative Director
- Zehavit Reisin – Vice President, EMEA and NASA Head of Solutions and Materials Business
- Shamir Shoham – Vice President, Design for Stratasys
- Guy Shirazi – Director, Product Management
- Yariv Sade, Product Marketing

Collection Designers

- Karim Rashid
- Assa Ashuach
- Jasna Rok Lab
- Filippo Nasseti and Vincenzo Reale

The Collection

The SSYS 2Y22 *Reflection* Collection is an exclusive range of 3D printed high-end garments, bespoke accessories and luxury goods that reflect on the repercussions of the recent pandemic. This unique line was created in close collaboration with 7 design groups, which include exclusive dresses and suits, daywear, lighting, luxury packaging, cosmetics, handbags, accessories, footwear and more. This collection by Stratasys focuses on three main pillars – personal space, social inclusion and mindful manufacturing.

The Designers

- **FORÆVA** - Cross-cultural digital embroidery designs by Lana Dumitru and Vlad Tenu that give fascinating insight into the way that social connection can be made through storytelling.
- **Jasna Rok Lab** - Jasna Rokegem worked with Travis Fitch to create the Trypophilia Collection - each piece reflecting an emotion: sadness, happiness, anger and fear.
- **Karim Rashid** - One of the most prolific designers of his generation, Rashid has created pieces that reflect his signature style of art graphics and geometry.
- **Kaimin** - This gender fluid fashion label has designed three new pieces in collaboration with Travis Fitch, that reflect inclusivity and derive their inspiration from the New York parametric urban architecture.

- **Ganit Goldstein** - The GnoMon Collection represents a novel approach to textile customization and rethinks what constitutes a trend and what qualifies as timeless in the framework of fashion seasons.
- **Illusory Material** - Jiani Zeng and Honghao Deng, known for their work on lenticular effect, bring to life one-of-a-kind refillable 3D printed perfume bottles.
- **Assa Studio** has created several designs for the collection including a unique light fixture design and an Origami inspired customizable clutch bag printed on Dinamicamiko plant-based leather.

The Technology

The J850 TechStyle 3D printer allows fashion designers and manufacturers to 3D print direct to textile and garments using unlimited color, transparency, and flexible printed materials. 3DFashion Technology is powered by PolyJet Technology which utilizes the material jetting directly onto the textile. As opposed to other 3D printing technologies, PolyJet (and 3DFashion specifically), allows the jetting of different materials resulting in a composition of colors, transparencies, opacities, textures and tactility. By optimizing the resin polymerization to the fabric characteristics, maximum adhesion is obtained, withstanding washability and durability industry tests.

The introduction of direct to textile 3D printing opens a whole new world of capabilities to both the designer and the manufacturer:

- Minimizing design errors by enabling faster iterations at the prototyping stage
- Better communication of the design intent

Personalization and customization

- Using the same prototyping and production methods to reduce time to market
- Simulating traditional design techniques with a single machine
- Digital design to digital production with a singular workflow

Partnership

Stratasys has partnered with Dyloan and the D-house in Milan. A top innovation center of excellence for evolving fashion technology, D-house demonstrates the versatility of 3D printing applications from concept design through production using Stratasys 3DFashion technology. Stratasys technology also is the focus for the new D-House Academy for fashion designers in Italy, which is helping change design workflows to reflect the technology's capabilities.

D-house, part of DYLOAN group, an urban laboratory in the very heart of Milan. Its technological R&D center operates responsibly to explore and develop innovative solutions for fashion, art and design, promoting educational and networking activities and collaborating with the most advanced technological partners and the best schools that represent the excellence and the highest quality of the Italian and international fashion system.

DYLOAN operates worldwide in the clothing, accessories, automotive and design sectors for the main luxury brands.

Stratasys Quotes

- "As far back as 2019, I predicted that in just a couple years we would see 3D printing incorporated into high-end fashion houses," said Stratasys Art, Design and Fashion Director Naomi Kaempfer. "That time is here. We learned and modified those early designs, and created

a new, dedicated printer using 3DFashion technology that is allowing fashion designers to create without limits. This is just the beginning of the journey as we continue to evolve this technology and pioneer new fashion design innovations.”

“This collection brings to life the impact of the pandemic through innovative fashion and design pieces,” said Naomi Kaempfer, Art, Design and Fashion Director for Stratasys. “We appreciate the tireless work and partnership of our designers who have embraced the innovative technology of 3DFashion technology and stand amazed at their contributions.”

- “Our partnerships with designers and fashion houses have allowed us to bring to the world an innovative collection created using 3D printing technology. We believe that 3D printing is the future of innovation in fashion and design and that it will open up unlimited possibilities for fashion designers and manufacturers to personalize and customize 3D-printed fabric pieces,” said Shamir Shoham, Vice President of Design for Stratasys.

Partner and Designer Quotes

- "3D Fashion technology is opening many opportunities to designers. The most exciting thing is that we'll be able to do things that basically didn't even exist before," said Loreto Di Rienzo from D-house, part of DYLOAN group, an urban laboratory in the very heart of Milan.
- Lidewij Edelkoort, world-renowned fashion specialist and trend forecaster, said there has long been interest in a 3D printer for fabric and garments, with countless potential creative applications for fashion designers. She expects an enthusiastic industry response as a result, saying; “From decorative craft to creative engineering comes this hybrid machine from Stratasys, as an answer to a million prayers, allowing the ascension of embellishment for an inclusive following.”
- “I gravitate toward new technologies that afford me an opportunity to create something original. With Stratasys 3D fashion printing technology, the possibilities are endless. Honestly, it provides a chance to experiment, and I feel like I have only scratched the surface of what is possible,” said Karim Rashid, fashion designer and SSYS 2Y22 REFLECTION collection contributor.
- “People like to assume that design moves with more superficial trends, but it is technology and humanity that drives us. Working with and adapting Stratasys' various innovative printing materials and techniques like soft-touch material, neon material, and lenticular printing is the epitome of this philosophy.

The collaboration with Stratasys became about what is perfect instead of what is just possible. The 3D patterns that enrich a garment are waves of wireframes to speak about this new technology and the digital world.

Techno-Casualism is the future. In the non-stop connectivity of our digital age, there is a blurring of all social and human behaviors. Hence this is the new casual age in which we live. Home is now work, sanctuary, school, restaurant, and movie theater. This Casualism has shaped our lives, our minds, and our spaces, so the virtual and physical blur, where luxury is ease, where new comforts prevail.

Today luxury can be defined as democratic freedom, that luxury is not anymore about diamonds, chandeliers, marble, and decadence, but instead about our new techno-casual age, that luxury is about lightness, affordability, flexibility, seamless technology that simplifies and improves everyday life. Luxury is about being inspired, self-expression, free time, and having new and original human experiences, about having greater pleasure with less materiality, mentally and physically!

Along with Stratasys, my vision could never have been made a reality without the amazing creative and technical know-how from Mona Fashion for the garments and Yoosang for the bags. Many designers do a great deal of work, but it remains in concept form only because the key to putting work on the market is to make sure it is a collaboration. Through global collaboration, we created a truly unique, one-of-a-kind collection that is fully rooted in the present,” said Karim Rashid, fashion designer and SSYS 2Y22 REFLECTION collection contributor.

Media Kit

Additional resources including Stratasys J850 TechStyle press release, brochures and high-resolution images can be found at: www.stratasys.com/en/resources/events/milan-kit or by scanning the QR code below.

<include QR code>

Stratasys at a glance.



About Stratasys

Stratasys is leading the global shift to additive manufacturing with innovative 3D printing solutions for industries such as aerospace, automotive, consumer products and healthcare. Through smart and connected 3D printers, polymer materials, a software ecosystem, and parts on demand, Stratasys solutions deliver competitive advantages at every stage in the product value chain. The world’s leading organizations turn to Stratasys to transform product design, bring agility to manufacturing and supply

chains, and improve patient care. Stratasys and its customers made face shields during the pandemic, make motion picture films more real, race and win at Daytona and Indianapolis, fly in leading commercial airplanes, and help save lives with anatomical models for surgical planning. Minnesota customers include Polaris, Mayo Clinic, Medtronic, the University of Minnesota, and the Dunwoody College of Technology. Stratasys is co-headquartered in Eden Prairie, Minn., and Rehovot, Israel.