



## MEDIA ALERT

### STRATASYS DEBUTS SSYS 2Y22 REFLECTION COLLECTION AT MILAN DESIGN WEEK

*Collection features exclusive 3D printed high-end garments, bespoke accessories and luxury goods that reflect on the social impact of the recent past*

On display now at Milan Design Week is the SSYS 2Y22 *Reflection* Collection. Created using the new Stratasys J850™ TechStyle™ 3D printer, this Stratasys created and curated collection was made possible through close collaboration with seven design groups and includes exclusive dresses and suits, daywear, lighting, luxury packaging, cosmetics, handbags, accessories, footwear and more.

“*Reflection* brings to life the impact of the global changes of the last two years through innovative fashion and design pieces,” said Naomi Kaempfer, Art, Design and Fashion Director for Stratasys. “The collection focuses on three main pillars – personal space, social inclusion and mindful manufacturing.”

**Personal space:** The last few years have exposed us to the necessity of intertwining our intimate personal and public space. This is being expressed through fashion and identity design that reflects intimacy, emotion, vulnerability, comfortable clothing, home wear and softness.

**Social inclusion:** The past two years have forced us to face critical social injustices such as equality, gender and ethnicity. This collection is a celebration of our shared humanity and highlights the growing sensitivity towards community building, social inclusion and nationality.

**Mindful Manufacturing:** Our goal is to create designs that will last for years, across all seasons. This reduces waste and since the manufacturing process is more intentional, each piece has its own unique story. This collection focuses on slow fashion, mindful manufacturing, longevity and respect for the planet and its ecology.

The seven design groups contributing to the SSYS 2Y22 Collection are:

- **Karim Rashid** is one of the most prolific designers of his generation. More than 4000 designs in production, 400 awards, and operating in over 35 countries attest to Karim’s legend of design. Each piece in his repertoire, reflects the signature style of art graphics

and geometry. His interdisciplinary designs digitally transformed from 2D to 3D, create a range of luxury handbags and dresses that are fashionable in both casual settings as well as more elegant occasions.

- **Jasna Rok Lab** is an award-winning studio, combining innovative fashion and cutting-edge technology whose work focuses on the physiology of feelings. Jasna Rokegem worked in collaboration with 3D Designer Travis Fitch, using both Rhino and CLO3D software to translate EQ to 3D algorithmic structures. This Trypophilia Collection visualizes the meridians that pass through our bodies, reflecting the physical locations and language of each emotion - sadness, happiness, anger and fear.
- **Ganit Goldstein** is a fashion designer and smart textile researcher specializing in the development of 3D printed fashion. Ganit's design was inspired by the textures in nature found across the four seasons—from crisp autumn leaves to soft spring flowers. She successfully simulates the way natural light plays with these elements, providing extra layers of depth in her jacket designs. 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.
- **FORÆVA** is a multi-disciplinary design lab co-founded by Fashion Designer, Lana Dumitru & Architect, Vlad Tenu. FORÆVA's cross-cultural digital embroidery gives a fascinating insight into the way that social connection can be made through storytelling. The collection shows classic ethnic Romanian designs for modern day living, with 3D printed pieces bringing us closer to these cultures, while also revealing hidden meanings when viewed up close.
- **Assa Studio** has been at the forefront of exploring the creative potential of additive manufacturing for over a decade. Assa Ashuach has created several designs for the collection that include a unique light fixture design and an Origami inspired customizable clutch bag, printed on Dinamicamiko plant-based leather. His innovative 3D printed Evolve shoe contains a personalized midsole 'Evolve Sensor' that studies its' wearer while recording their movement data and is currently being exhibited at the Museum of the Future in Dubai.
- **Illusory Material** is a San Francisco-based design studio, co-created by Jiani Zeng and Honghao Deng, that specializes in optics and software research. As reputable designers and researchers, they are known for their work on lenticular effect, which they bring to life with this new refillable perfume bottle design, the first of its kind!

- **KAIMIN** is active in the LGBTQIA+ community and has worked with the likes of Bjork, Lady Gaga, and Beyonce. Based in New York, this gender fluid fashion label, has designed three new pieces in collaboration with Travis Fitch, that reflect inclusivity. The body suit, dress and jacket derive their inspiration from the New York parametric urban architecture.

Shamir Shoham, Vice President of Design for Stratasys said, “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.”

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. Pieces from *Reflection* and Stratasys 3DFashion technology will be showcased at the D-house throughout Milan Design Week. 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.

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. Powered by unique 3DFashion technology, which allows the adhesion of inkjet polymer over various types of textiles, this printer is leading the PolyJet™ business expansion into manufacturing of haute couture, luxury fashion and accessories.

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.”

*Reflection* is on display during Milan Design Week June 6-12 at booth 7 in the SuperStudio Piu. Learn more about Stratasys 3DFashion technology solutions and the SSYS 2Y22 *Reflection* collection [online](#).

**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.

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