

>> HOW SMART PEOPLE WORK <<

FAST COMPANY

NOVEMBER
2004

HOW LASTING
ARE THE LESSONS OF
BUILT TO LAST?

1
IDEAS
THAT WIL

PLUS

By the FAST COMPANY Staff
Edited by David Lidsky
Illustrations by Joel Holland

what's [FAST] FORWARD [2005] next?

Readers ask us that question all the time. And we ask the people we write about the same thing. This first incarnation of the Fast Forward list is an attempt to capture what comes out of those conversations, to look around the corner and offer some insight into the ideas, people, and trends that will affect the way we work and live in 2005.



20 If Our Clothes Are Smart . . .

What if your drab navy New York-in-January slacks could transform into a crisp white the instant you stepped off a plane in the Caribbean? Or if your bra knew when your bust was beginning to sag and could give it an on-the-spot lift? Techies and fashionistas alike are running amok with ways clothing can interact with and better serve its inhabitants. Ana-

lysts believe the most successful "smart clothes" will be embedded with information, entertainment, and communication tools, rather than just with powers such as stain fighting. O'Neill Europe just debuted a snowboarding jacket that has "mobile telephony by Bluetooth" along with an MP3 player integrated into its fabric. Also ripe with smart possibilities is home health care, in which doctors could outfit patients with clothing that monitors vital signs remotely. In the meantime, fashion houses and nanotechnology labs will race to see who's the smartest . . . and most stylish.