

Beat: Technology

## In PARIS - FASHION TECH PITCH NIGHT during Fashion Tech Week PARIS

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**USPA NEWS** - The 'Fashion Pitch Nigh't is dedicated to the startups combining Fashion, Tech & Innovation. It is part of the Fashion Tech Week Paris. 5 startups pitching their projects to a jury of professionals. Those ones are :

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- \* Flore SEGALEN : Deputy CEO of LAGARDERE
- \* Annika SCHLÜTER : Success Manager ULULE
- \* Anne-Marie GRAFFIN : CEO BigBooster Accelaration Program

- Start-up 1 : App MySprezz instantly suggests the best looks for fashion inspiration based on your style and the weather ! Its system integrates easily with existing online stores - including Asos, Topshop, Farfetch, Mytheresa, etc. - offering unlimited looks and over 200 brands.

- Start-up 2 : Goji, A smart Jewel : daily personal assistant (Filter your calls and messages - Add your own alerts, customise your vibrations - Wake-up discreetly, at your own rythm)

- Start-up 3 : Endeer, disruptive Lingerie : provides lingerie brands with innovative solutions. Using cutting-edge technologies, creating 3D printed and made-to-measure lingerie.

- Start-up 4 : Noûne Paris, young and innovative handbags brand combining different materials such as wood, leather, acrylic or metal and using pioneering machines. This inspiration is coming from all over the world, but the collections are entirely designed, manufactured and assembled in France.

- Start-up 5 : SPARTAN, a well designed high-tech boxer brief that protect your genitals from cellphone and wifi radiation. It aims at solving the issue of the danger of cellphone radiation: a number of recent studies have shown that men who keep phones in their pocket experience a 50% reduction in sperm count and that on the remaining 50%, the sperm quality and DNA are strongly impacted as well.

The Winner of the The Fashion Pitch Night was ENDEER

One keynote was given by Noémie BALMAT : Fashion + Innovation Strategist - Clausette.cc / Soon Soon Soon

The Evening was animated by Julie DELAUDE from Iconity

The Presentation was animated by Julie DELAUDE & Olivier COTINAT, Founder - COO chez Flayr & Tapbuy Schoolab

Source : The Fashion Pitch Night held on October 11, 2016 at 'Volume' in PARIS

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