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### **Philips Lumalive Textiles Light up the Catwalk**

For her new fashion collection, the acclaimed German fashion designer Anke Loh has chosen to use the innovative light-emitting fabric from Philips called Lumalive textiles. Lumalive textiles contain LEDs that display full color moving images on clothing. The collection will be launched in Chicago at 8pm on September 22nd at a special fashion show in the glass-encased lobby of 1 North Wacker Drive.

The fashions of US-based Anke Loh are associated with a look that's modern and inventive. Her work has always been inspired by the world of experimental arts and designs. This new collection goes a step further. Inspired by her move to Chicago from Antwerp, and the contrasting light and atmosphere between the two places, she has harnessed new technologies to create subtle fashions that not only reflect but also emit light.

"I spent a long time looking for the right technology to bring into my fashion. I tried optical fibers - even weaving them together with black cotton. But when I approached Philips and they showed me their Lumalive textiles I found something special," explained Anke Loh.

Where art and technology meet

Lumalive textiles contain an array of LEDs (light emitting diodes) that can display text, graphics or even animations. The only limit is your imagination. They're soft and flexible and fit invisibly into the fabric. The patterns only become obvious when they light up to display for example vivid colored patterns.

"Philips Lumalive technology is the only technology that allows moving images to appear on the body in such an elegant way. It's the perfect combination of art and technology," explained Loh. "We recorded video of city life and of different faces in Chicago and Antwerp and will display them as animations on the fabric using Lumalive technology. It takes personal expression to a new level. It has limitless possibilities and my collection is just the beginning."

Your new second skin

"The Lumalive technology is completely unique," explained Bas Zeper, Managing Director of Photonic Textiles, Philips Research. "Thin, soft, flexible, light... you hardly notice you're wearing it unless it's switched on. It's like a second skin. The electronics and batteries are completely hidden and you can easily remove them from the garment for washing."

This is the first time that a fashion designer has used Lumalive textiles and it is part of Philips' vision for a future where our surroundings and the clothes we wear become more intelligent, and interact with the environment around us. Lumalive textiles are currently being developed for commercial use and will be available on the market in 2007.

For further information on Anke Loh please visit: [www.ankeloh.net](http://www.ankeloh.net)

High-resolution pictures are available from:

<http://www.research.philips.com/initiatives/photext/photext-pictures.html> (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.4 billion in 2005. With activities in the three interlocking domains of healthcare, lifestyle and technology and 158,000 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

Quelle: Business Wire

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