



# SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen

THE UNSEEN

## Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 12— The Unseen

- 1) At the inaugural Shoptalk Europe conference, which will be held in Copenhagen October 8–11, FGRT Managing Director Deborah Weinswig will emcee a startup pitch competition between 15 innovative early-stage companies.
- 2) In this report, our twelfth in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile The Unseen, a company that specializes in creating materials that are reactive to changes in the environment.
- 3) The Unseen has worked with companies in the luxury fashion, cosmetics, spacewear, sportswear and automotive sectors to develop proprietary materials for their products. The company collaborated with UK-based department store Selfridges to launch a luxury collection of accessories that change color according to changes in touch, heat, light, wind and air pressure.

### Deborah Weinswig

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### Shoptalk Europe 2017

Shoptalk Europe, the inaugural European edition of the Shoptalk next-gen retail and e-commerce conference, is taking place in Copenhagen, Denmark, October 8–11 this year. The conference is expected to bring together 2,000 attendees and more than 220 speakers from across Europe and the rest of the world.

FGRT is partnering with Shoptalk Europe to host the startup pitch competition at the conference, having already hosted the competition at the US version of Shoptalk twice before. On October 11, FGRT Managing Director Deborah Weinswig will emcee the competition between 15 innovative early-stage companies, all of which have a significant presence in Europe. Each company will present its business to a panel of judges from the investment community to vie for two cash prizes. One winner will be selected by the panel of judges and the other through audience voting.

Shoptalk Europe has carefully curated the participating startups, which have created solutions to some of the most pressing challenges facing retailers today. As we discuss in our [17 Retail Trends for 2017](#) report, the retail industry is undergoing a revolution, and only those companies that embrace the new wave of retail opportunities will survive. These include executing **retail as a platform**, making use of **connected technology**, engaging in **experiential retail** and providing **product curation**. In response to these trends and strategic opportunities, retailers in all channels are changing to accommodate shoppers' shifting preferences. Below, we profile The Unseen, one of the companies that will participate in the startup pitch competition at Shoptalk Europe.

## THE UNSEEN

### The Unseen

#### Market Overview

The materials created by The Unseen could be a major technological disruption in the textile industry, where innovation has largely stagnated, with no real breakthroughs in new textiles since the 1970s. About two-thirds of the world's textiles today are made from synthetic materials derived from petroleum, and the majority of these synthetics biodegrade only after a very long period of time, which poses a significant challenge to the environment.

#### Company Description

The Unseen specializes in creating materials that are reactive to changes in the environment, such as changes in UV, pollution, temperature and light levels. The company's patented material technology is used to create fabrics that can change color based on chemical reactions. These materials differ from those used in other wearable tech fabrics, which require the incorporation of electric power. The Unseen's materials "visualize" data collected from the environment and change in response to that information.

The Unseen has worked with companies in the luxury fashion, cosmetics, spacewear, sportswear and automotive sectors to develop proprietary materials for their products. The company collaborated with UK-based department store Selfridges to launch a luxury collection of accessories that change color according to changes in touch, heat, light, wind and air pressure. Products in this collection include a heat-reactive scarf that

changes colors depending on the wearer's body temperature and a phone case that responds to changes in the user's circulation.

### Headquarters

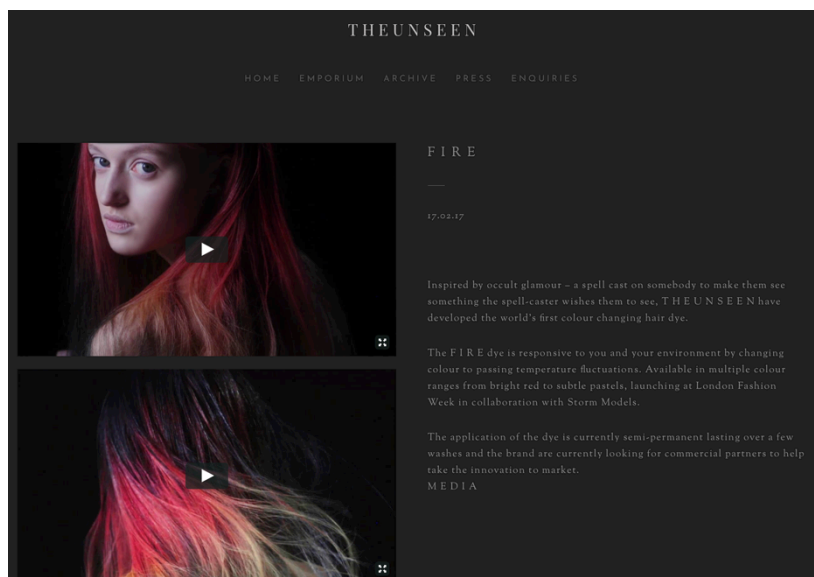
London, UK

### What Problem Is the Company Solving?

The Unseen has created innovative and highly differentiated materials in the textile sector, where innovation has been lacking for years. The company's chemical-based materials can be used to create garments and accessories that do not require the incorporation of electric components, thereby solving a significant problem in wearable technology.

### Revenue Model

The Unseen generates revenues in three ways: it undertakes material science consulting projects, it participates in product development for clients and it charges brands a fee to license its proprietary materials.



Source: [Seetheunseen.co.uk](http://Seetheunseen.co.uk)

### Competitive Landscape

The company does not currently have any direct competitors. Certain formulation and chemical companies have developed similar technologies, but they have demonstrated no desire to compete in the same design area as The Unseen does.

### Management Team

The Unseen has a team of 10 people that includes fashion designers, material scientists and chemists.

### Industry and Company Outlook

The company aspires to develop new textiles that change texture based on environmental changes. It is looking to raise a series A funding round in the next 12 months.



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