

Plug 'n' Play: These clothes are hot-wired for fun.

# Wear Your Computer

By Wendy Marinaccio

## Life of the Party

Get a great party outfit at ClubThings. You'll light up the darkness in a shirt with animated lights—choose from an attention-grabbing UFO, heart, star, alien, butterfly or other designs. These "e-shirts" come in black, sizes small to XXL and even in baby Ts, for \$32.95. And don't forget that all those flashing lights need four AAA batteries. ([clubthings.com](http://clubthings.com))

## Made for Walking

These boots from the Electric Shoe Company take all that hard work from walking and turn it into something useful—about 100 megawatts of power. When your heel hits the ground it produces a current, which is saved in the shoe. You can use the stored electricity to power cell phones or other portable gadgets. You can't buy these boots at Macy's, but they're on their way to being commercially available—they were tested over the summer with a 120-kilometer hike through the desert in Namibia. ([theelectricshoeco.com](http://theelectricshoeco.com))



## Don't Rent a Movie

Get a jacket with a wearable computer on it—that everyone can see except you. A leather jacket created by MIT grad Stephan

Fitch plays streaming video and comes complete with a Windows computer, LCD screen and wireless Net connection. A 233 MHz Pentium III processor and 1 GB hard drive are also included. The jacket was commissioned by MSN to play ads for its service, and was also used in New York City to show *Gladiator* trailers when the movie debuted.

## Gadgets Galore

If you're a sucker for gadgets you're going to want to buy the modern interpretation of the classic Levi's jacket. This one has a built-in cell phone, portable MP3 player and universal remote control to work them all. The MP3 player will turn off when a call comes in, and you just have to speak into your collar when you talk on the voice-activated cell phone. Better yet—the buttons are volume controls. Made by Levi Strauss and Italian designer Massimo Osti and equipped with Philips Electronics gadgets, the digital jacket is only available in Europe right now—but



that'll give you time to save up the \$900 to buy one.

## Connected Jeans

A Swiss company called **Skim.com** sells clothes that are individually tagged with an ID number. You can use the number to get an email address and interact on the Skim web site with others who may have similar fashion taste and interests. The price for finding like-minded fashion mavens on the web? Jeans run about \$100, and their line of shirts, bags, shoes and accessories will set you back anywhere from \$49 to \$150.



## Not the Gap

Clothing company ZoZa was founded by the creators of Banana Republic (now millionaires after selling it to the Gap). Its line of "urban performance clothing" is sold online and in "walk-in web sites," which include one set of ZoZa's offerings that you can try on, but then order from an in-store computer. ZoZa clothes are made out of breathable fabrics and Velcro, with compartments for cell phones and PDAs sewn in. Basically it's designer clothing, except functional—and you can put it in the washing machine. ([ZoZa.com](http://ZoZa.com)) •

## CyberTailors Custom-made clothes at IC3D.com

By David Mars

Everyone knows that trauma of shopping for jeans. After hours under fluorescent lighting, you look down at a mountain of rejects and realize you're never going to be able to find the perfect pair of jeans, the ones that fit you just right, with the pockets you like and the exact shade of denim you want.

### Enter IC3D.com

IC3D.com's unique web site lets you build your own pair of jeans—or skirt, handbag, T-shirt and other articles of clothing. Through a complex, but surprisingly easy-to-follow system of menu choices that let you pick everything down to the color of thread



and the type of rivets you want, you can design that perfect pair of jeans—all for about \$65.

Peter Del Rio and a former partner with a background in fashion founded the web site in New York City in 1996. The pair wanted to create a niche market for consumers, said Del Rio. "We believe the real B to C is businesses dealing one-on-one with the consumer, allowing them to create their own unique product."

### Behind the Scenes with IC3D.com

**STS:** What do you think the future of clothes shopping is going to be?

**Del Rio:** Shopping is going to come closer

to entertainment. You will be able to configure clothes online similar to the way Dell does with computers.

**STS:** What's your most popular service?

**Del Rio:** Jeans is our most popular service. We have over 300 different fabrics to choose from. The CopyCat (that allows consumers to send in an old pair of jeans and have them copied) service is slightly under 50 percent of first orders.

**STS:** Where are your clothes made?

**Del Rio:** All of our clothes are made by union workers in New York. •