

DETROIT FASHION HACKATHON: THE RECAP

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JUDGES & PANELISTS

Hosted by:

-WHIM-
DETROIT

PURE *M*ICHIGAN®
Business Connect

DETROIT

2018 DETROIT FASHION HACKATHON IMPACT

LARGEST FASHION INNOVATION CHALLENGE IN THE MIDWEST



32 Participants



5 Mentors



4 Problem
Statements



36 hrs of Innovation



9 Finalists



\$1,800 in Prizes



Diversity Goals
Achieved



Involvement from
5 Michigan cities



20 Michigan Smart
Zones Reached



6,000+ Online
Impressions



16 Local & National
Business Supported



Media Coverage
Crain's & Corp! Mag

WHAT WE'VE HEARD:

"I value this event because of the networking opportunities, customized giveaways, the delicious food, and most importantly the valuable guidance of all the mentors."

- Tong Jin

"I appreciated that this event was open to students and professionals because it was a great blend of experiences and perspectives. Working with mentors was very one-on-one and I learned a lot."

- Audrey Walker

2018 DETROIT FASHION HACKATHON

FINALISTS

Finalists



Team: "Hack-A-Bon"

Problem statement solved:

"Create a scheduling platform that allows the Bonobos customer to schedule in-store appointments."

Solution:

Conversational scheduling platform using facial recognition of customers

Runner-ups



Team: "Exemplar"

Problem statement solved:

"Create a solution that accelerates the sketch to prototype development process, considering specs, grading, design, etc."

Solution:

App / website platform that guides designers from start to finish, and connects them with manufacturers

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2018 DETROIT FASHION HACKATHON HIGHLIGHTS



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SPONSOR

THANK YOU



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We thank our sponsors greatly. Your support and contribution were key to the success of the first annual Detroit Fashion Hackathon.

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2018 DETROIT FASHION HACKATHON

JUDGE & PANELIST

THANK YOU



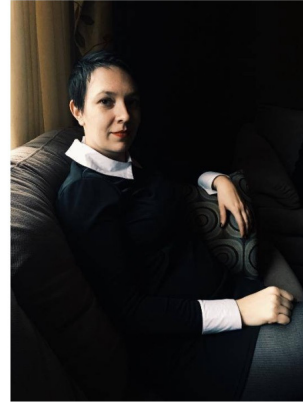
Aki Choklat

Int'l Designer & Chair of FAD @ CCS



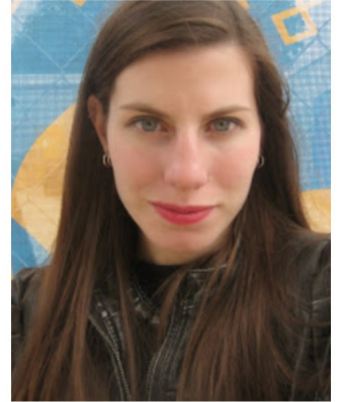
Tim Farah

Creative Director Luxury Brands



Sarah Ayers

Owner William + Bonnie



Dr. Stephanie E. Vasko

MSU Center for Interdisciplinarity



Brenna Lane

Partner & Production Detroit Denim



Lori McColl

Founder Whim & DET Fashion Hack



Dan Kinney

Pioneer in Media & Technology



James Chapman

Serial Entrepreneur, Author & Speaker

We thank our judges and panelists greatly. Your expertise, guidance and insights were key to the success of the first annual Detroit Fashion Hackathon.

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