

EXCLUSIVE



JASNA ROK

Jasna Rok - the brand has grown to become a celebrated one in Europe and making waves internationally. How would you like to describe the journey?
JASNA ROK: I would describe it as a crazy journey. Right from the past year till today, it has been an extreme roller-coaster with a schedule which is different every day. But it makes my journey so exciting and I cannot wait to see what's next.

How would you like to describe your style of design?
My designs are futuristic of course, but I want to give them a minimalistic and delightful feeling at the same time. I want to let people discover what the possibilities are right now and in the future related to fashion. Having a minimalistic look, lets the technology stand out of the clothes. But most importantly and what we shouldn't forget, is that my designs are based on a lot of scientific inventions, which give an extra dimension. There is a message behind our designs and it is our job to explain these to the world.

For example: we have our 'Fashion On Brainwaves (FOB)' collection, which we use to turn brainwaves into morphing fashion. It helps measure somebody's state of mind and shows us that. Eventually, our clothes can transform into our personal life coach.

Imagine a T-shirt made from LED-lights. You can change the colour whenever and wherever you want. With this solution, we don't need thirty different shirts anymore, but three would be enough. With our 'FOB' collection we are taking it an extra step further by letting your clothes react on your brainwaves. Those brainwaves let us communicate with non-verbal methods, colors and motions.

What do you think about the blend between Fashion and Technology?
I think it is strange that nowadays you see technology everywhere you go and everywhere you look, but not in the clothes we are wearing, one of the most important things of our daily life. I think it is going to be more than normal to put some technology in the clothes we wear. It can help us in so many things, for example: to be and stay healthy.

What are your thoughts on being associated with TFT?
It is cool to be associated with Tech Fashion Tour because it is exactly the industry I am working in. It gives me a feeling that I'm very appreciated here and people know what I am doing instead of being invisible (which on second thought would be really cool too-being invisible ;).

You showcased in India for the first time. How excited were you?
That is right, I had never been to India or a country in Asia before so I was really excited and blessed to be here with all of you. I am curious what people think of my vision, mission and my collections. But apart from that, I was just really happy to be here and experience this new adventure.

Jasna Rok and Tech - what is the relationship like?
It is a never ending relationship because technology is never ending. Every day, we discover new technologies and possibilities to use them for.

Tell us about your most recent collections and the one you showcased at TFT.
The "Transformation" collection is Jasna Rok's newest collection. The designs are inspired by the fact that we might be able to

teleport people with a teleport machine in the future. The two sides of the human body are a teleport machine and they let us transform in different dimensions. It also reflects the transformation of a human during his lifetime. Everybody in this whole world develops a different personality with different behaviors.

During the show, you saw an overview of our entire oeuvre. We showed you fashion&tech for tomorrow and for the future because we were told that people of TFT love that. Maybe next year we will come back with our own virtual reality world ;)

Do you depend on any technology - gadget or app - for professional purposes?
Normally, we use virtual reality or interactive holograms to show our new collections. It gives the show a whole new experience.

How else do you plan to utilise tech in the future?
We would like building a world where we can prevent sickness and foster healing with the use of wearables, which we can later evolve into interstellar space clothing.

How difficult or easy was creating the Tech-Fashion space and how is the response so far?
It is hard to create awareness for something what is really strange for other people. When we give a show there are still people who cannot believe the possibilities of tomorrow between technology and fashion.

You can say that Fashion&Tech is a whole new world, but it is nice to see that big companies, as Google and Intel, are investing in this world. Recently we did an artist in residency at Nokia Bell Labs. Step by step we are teaching people about the future.

What was your first big break like?
The "FOB" collection - the first collection in the world that combined brainwaves with morphing fashion and gained a lot of nominations, awards and international attention. Maybe that is the reason we're now collaborating with brands as

Nokia Bell Labs, Leap Motion, I Mec, et cetera.

Who is the best person to dress in your collections?
I think that it would be someone who has the same, or almost the same, vision as me. I think that person would wear our designs with passion, pride and go so on. Astronauts would be great as well. Like Elon Musk said, "I won't be taking ten other years before we are an interplanetary species. So we need to question ourselves, what do we do to be able to live on another planet?"

For our "Fashion & Tech of Tomorrow" the best person would be any fashion and design lover who wants to strengthen its identity, stand out and be unique.

What or who inspires you?
I am inspired by technologies and how people use it in other branches, like cars or something. I am always questioning myself: how can we put that specific technology in clothes or how can we translate it in clothes.

Words of advice for aspiring fashion designers.
I always say: dare to dream big because everyone can make a difference and don't be afraid to make mistakes. I dreamed big and its crazy to think that I was in Mumbai some time ago!



QUICKIES

- TECH AND FASHION:** A solution for many things.
- COLOR OF THE SEASON:** Red
- YOUR MUSE:** Nikola Tesla and Jens Coppens.
- MOST EXOTIC VACATION:** Croatia

Jasna Rokegem of Jasna Rokegem flew down from Belgium for TFT 3.0 carrying her Tech-Fashion pioneering sensibilities and totally owned the ramp. We were in awe and chatted with her to come back with in an insightful conversation. Jasna Rok revealed her passion for the Tech-Fashion melange, her excitement to showcase in India at TFT, spoke some about her collections and gave some very interesting answers in the interview here!

SHOWCASING DESIGNER AT



IT IS STRANGE THAT NOWADAYS YOU SEE TECHNOLOGY EVERYWHERE YOU GO AND EVERYWHERE YOU LOOK, BUT NOT IN THE CLOTHES WE ARE WEARING, ONE OF THE MOST IMPORTANT THINGS OF OUR DAILY LIFE. I THINK IT IS GOING TO BE MORE THAN NORMAL TO PUT SOME TECHNOLOGY IN THE CLOTHES WE WEAR.