

# GIVING TECHNOLOGY A HEARTBEAT

**MWC 2023**

Mobile World Congress  
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# Telekom Fashion Fusion

Heatable Capsule Collection 2.0



Deutsche Telekom is continuing its successful cooperation with AlphaTauri and Schoeller Textil AG.

The Smart Fashion series will be expanded to include two more heatable styles: trench coats for women and men and a unisex Commuter Jacket.

The HCC styles have heated zones that can be activated and controlled at the push of a button or via a smartphone app (Android and iOS).

These zones are located in the two front pockets and the right and left sections of the back. The Heatable Capsule Collection impressively demonstrates how contemporary, stylish products can be created by combining fashion and innovative technology.

## Key facts

- AlphaTauri developed the HCC in cooperation with Deutsche Telekom and Schoeller Textil AG
- The trench coat is an elegant garment, available in black with versions for both men and women
- The dark gray Commuter Jacket is unisex and also fully reflective for better visibility
- The app has been further developed, e.g., a target temperature can now be set and saved
- Stylish products combined with innovative technology for more customer benefit







**What product or service are you going to present at the MWC?**

The Heatable Capsule Collection 2.0.

**Why is it important for Deutsche Telekom?**

Because of its positioning as a digital lifestyle brand where fashion meets technology.

**What is the customer benefit?**

The HCC styles have heated zones that can be activated and controlled at the push of a button or via a smartphone app (Android and iOS).

**What is our right to play and which goals are we pursuing in this market?**

A strong partnership with AlphaTauri and Schoeller in which each partner contributes their core competence.

**Which challenges (technological, economical, societal, etc.) do we face in this market?**

The special target group ("Urban Explorer") is a cost-intensive product that needs to be explained.

**Is it a launched product, an upcoming innovation (2–3 months) or a visionary technology?**

The product (HCC 2.0) has already been launched and is available online as well as in AlphaTauri stores.

**What is the benefit for Telekom?**

Its positioning as a digital lifestyle brand.

**How will you present your solution at the MWC?**

The solution will be presented with the following elements: As a showcase with a trench coat (on a doll), a screen with the image film, and a clothes rail with various sizes to try out.



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