

September 3, 2014



Media Alert: Opening Ceremony and Intel Reveal MICA, 'My Intelligent Communication Accessory'

Intel Corporation:

MICA bracelet, designed by Opening Ceremony, engineered by Intel (Photo: Business Wire)

WHEN/WHERE:
Opening Ceremony
Spring/Summer 2015
fashion show,

September 7, 2014

WHAT: At the forthcoming Opening Ceremony Spring/Summer 2015 fashion show, Opening Ceremony and Intel Corporation will introduce the smart bracelet developed from their landmark collaboration -- MICA, "My Intelligent Communication Accessory," designed by Opening Ceremony, engineered by Intel. MICA is a feminine fashion accessory with communications capabilities, conceived and designed from start to finish in collaboration with a fashion designer and a global technology company.

Opening Ceremony and Intel announced in January 2014 at the CES conference in Las Vegas their intent to create a smart bracelet with design by Opening Ceremony's Humberto Leon and Carol Lim and technology integration and industrial design expertise contributed by Intel. Today, the innovative results of the intensive concept and design process are revealed with the first images of MICA. Opening Ceremony and Intel commissioned photographer Collier Schorr to capture models Kirsten Owen and Ajak Deng with MICA together with looks from Opening Ceremony's Fall/Winter 2014 collection in these first images of the bracelet.

As a feminine accessory blending seamlessly into everyday life, MICA ushers in a new era converging fashion and technology by integrating a woman's luxury accessory with technology in order to complement and enhance a woman's work and social life. MICA enables women to stay connected via SMS messages, meeting alerts, and general notifications delivered directly to the wrist, with additional features and functionalities to be revealed at a later date. MICA embodies a true collaboration between the fashion and technology industries, with design based on Opening Ceremony's fashion expertise and Intel's industrial design capabilities, as well as input gathered from Opening Ceremony's unique community.

MICA's groundbreaking design combines semi-precious gems and water snakeskin with advanced technology including communications capabilities and wireless charging support. MICA will be available in two styles constructed of premium finishes with a curved sapphire glass touchscreen display. One style will feature black watersnake skin, pearls from China, and lapis stones from Madagascar, while the other style will feature white watersnake skin,

tiger's eye from South Africa, and obsidian from Russia.

AVAILABILITY:

MICA will be available at select Barneys and Opening Ceremony stores by holiday 2014. Additional details on MICA's special features and capabilities will be released soon.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140903006823/en/>

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