



**Laurent Le Pen, Founder and CEO, Omate**

#### **TITLE**

**Technology is what you carry; Fashion is what you wear!**

#### **ABSTRACT**

If we look back at the very first “wearables”; whether it was a fitness tracker or a smartwatch, they were all designed by hardware and software engineers usually having a mobile phone design background like Omate founders. For these people, technology comes first to mind because smartphones are rather hard to differentiate through style nowadays; they are basically all made of a large flat touch panel.

When it comes to color choice; mobile phone designers opt for simplicity: it will be iPhone black for men; white for women and everyone will be happy. Unfortunately, that does not work for jewelry whatever how smart they are. When we enter in a jewelry shop, there is an area for men and another one for women. That is not going to change anytime soon and the same goes for fashion in general.

However, over the last 12 months, tech companies started to understand that that mobile tech approach was wrong and that even though they were designing amazing pieces of technology; they were way too geeky for the mass market beyond the tech early adopters.

The concept of having people wearing the same clothes, glasses and jewelries seems like the plot of a bad science fiction movie about the ultimate dictatorship.

#### **BIOGRAPHY**

Laurent is a French entrepreneur living in Shenzhen, China since 2007. He is the Founder & CEO of Omate. Laurent is a 500startups alum (Batch 13 Mountain View, CA) and has been involved in the Mobile Phone Design industry since 2005. A mentor at Acceleratech, StartupGrind and StartupSalad, Laurent spends his time between Omate facilities in Shenzhen and Mountain View. He is the owner of the largest Wearable / IoT professional group on LinkedIn with over 23,000 members.