

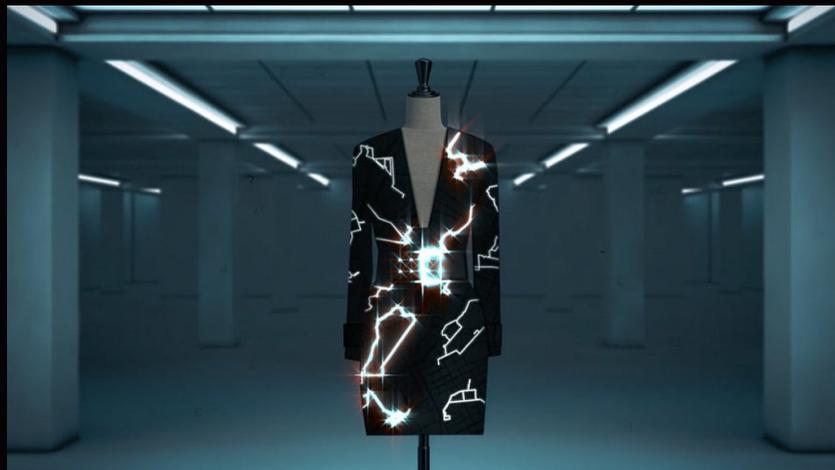
THE TRUTH BEHIND WEARABLE TECHNOLOGY

Apparel and Textile Economics Impact Project

THIS ISSUE'S FEATURED ARTICLE DISCUSSION:

Cons of Wearable Technology In the Fashion Industry

As technological advancements continue to excel, the rising concern on the effects of wearable technology, such as smart watches, patented yoga pants, and tech-smart jackets bring new questions to the conversation.

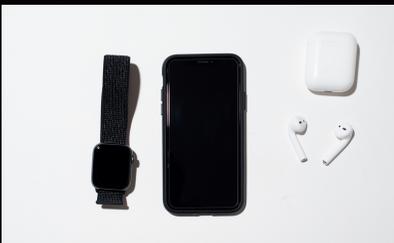


Wearable technology can cause a vast array of different issues for consumers spanning between **cyber security privacy, health safety,** and **financial responsibility.**

While it allows for interconnectedness, this occurs at the cost of consumer safety and privacy. Cyber criminals are easily able to corrupt personal data such as locations, logins, and card information that can cause harmful impacts on individuals such as reputational and safety dangers (Davis, 2021).

These devices are known to emit unhealthy amounts of radiation that have proven to lead to miscarriages, cancer, and both cardiac and neurological issues (Grosjean, 2021). Access to wearable technology can also cause increases in depression, body dysmorphia, and mental illness, which should be considered a threat to the consumer (Naslund et al., 2020).

This technology increases financial responsibility of the wearer in a negative way through cost of the device, increased spending capacity, and subscription-based add-ons that all come as an extra expense. This allows for more financially irresponsible decisions to be made on the wearer's part (Saha, 2021).



MYTHS YOU'LL HEAR FROM THE OTHER SIDE



Convenient and Easy to Use



Increased Productivity and Safety
Features like Location Tracking



Monitor your health easier and more
efficiently

Our safety is on the line when we look more closely at these gadgets. Most of us are slaves to this lifestyle and it is difficult to release ourselves from the clutches of these privacy thieves. Many see device syncing as an iPhone to their home's security system as an easy way to sneak in through the art of manipulation of data (Ching, 2016). "Wearable technology with cutting-edge functionalities such as mobile payments, communications and data dissemination could be the next big thing, but at the moment their price tags are simply too high for a majority (63%) of consumers" (RetailTouchPoints, 2020). We see this as perfect placement for our presentation on the dangers of data breaches. The evil ways of many of these wearable technologies is a large reason why we need to educate the masses. Our goal is to get you to minimize the use of these products. The next choice is yours, will you ditch the devices?

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