



**ifm**  
INTERNATIONAL FASHION MACHINES

1205 East Pike Street  
Suite 2G  
Seattle, WA 98122  
(206) 860 5166  
[www.ifmachines.com](http://www.ifmachines.com)

**FOR IMMEDIATE RELEASE**

**Contact information:**

Margaret Orth, Founder  
Email: [morth@ifmachines.com](mailto:morth@ifmachines.com)

**INTERNATIONAL FASHION MACHINES TO LIGHT UP NEW YORK WITH ITS  
ELECTRONIC TEXTILE LIGHTING CONTROL PRODUCTS**

*-- Company will showcase its textile-based dimmer switches  
at the Architectural Digest Home Show --*

February 27 2007, Seattle WA – International Fashion Machines, Inc. (IFM) announced today that it will be exhibiting its electronic textile lighting control products at the Architectural Digest Home Design Show in New York, NY, March 8-11, 2007 (Pier 94, booth number 787). Visitors to the show will be able to experience first-hand the extraordinary sensory experience of controlling their lighting with just a touch of soft, inviting fabrics. Products on display will include the Essential Wall Dimmer™ and the PomPom Dimmer™.

IFM's products represent the cutting-edge of e-textile development – combining modern design and technology to create an entirely novel and aesthetic way to control lights in any room. Their patented Plush Touch sensing technology literally weaves, tufts, sews or embroiders electronic yarns and materials directly into fabric – making the fabric itself a sensor. Because there are no hidden buttons or switches in the material, all the user feels is a soft, fuzzy surface. With just a touch of the textile sensor you can turn on, turn off, or dim any light.

The patented **Essential Wall Dimmer** is the latest product in a series of electronic textiles from IFM. Its new tufted sensor represents a more modern and minimalist approach to IFM's Plush Touch sensing technology. Available in an array of 14 captivating colors, it offers an intriguing, sleek alternative to the traditional plastic dimmer.

The **PomPom Dimmer** provides a similar sensory experience, but as the name suggests, a soft, whimsical pompom serves as the control. The combination of the pompom and the colorfully patterned switch plate covers make these a fun and funky addition to bedrooms, living spaces, halls, dens, offices and playrooms.

"There is no substitute for touching our products," explains Margaret Orth, Founder of International Fashion Machines, Inc. "They feel like nothing else. The Home Design show is very exciting for us, because it's the first time we've been able to offer a large number of people the chance to experiment with our dimmers. High tech doesn't have to mean hard-edged. We invite people to experience the difference."



**ifm**  
INTERNATIONAL FASHION MACHINES

1205 East Pike Street  
Suite 2G  
Seattle, WA 98122  
(206) 860 5166  
[www.ifmachines.com](http://www.ifmachines.com)

As high-end interior design items, both dimmers can be incorporated into any aesthetically planned interior. Architects and other designers can also order customer designs for larger projects like boutique hotels.

### Pricing and Availability

The Essential Dimmer and the PomPom Dimmer are hand-made in Seattle, Washington and retail for \$99.00. Visitors to the Architectural Digest Home Design Show can purchase the products at the show for the discounted price of \$89.99. All IFM products are easy to install and rigorously tested for safety and durability. For more information or to purchase online, please visit <http://www.ifmachines.com>.

--ends--

### About International Fashion Machines, Inc.

International Fashion Machines, Inc. is a recognized innovator in electronic textiles and textile design. Their design and development of electronic textiles range from one-of-a-kind interactive fabric artworks, to research for the military and strategy for the fashion industry, to the development of their own patented electronic textile technology. IFM's textile design methods look to the future, combining traditional textile practices with the latest in computational design and manufacturing techniques.

©2007 International Fashion Machines, Inc. All rights reserved. International Fashion Machines, Architect Series Dimmer and PomPom Dimmer are all trademarks of International Fashion Machines, Inc.