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Sommario/riassunto	Fashion is a lot more than providing an answer to primary needs. It is a way of communication, of distinction, of proclaiming a unique taste and expressing the belonging to a group. Sometimes to an exclusive group. Currently, the fashion industry is moving towards hyperspace, to a multidimensional world that is springing from the integration of smart textiles and wearable technologies. It is far beyond aesthetics. New properties of smart textiles let designers experiment with astonishing forms and expressions. There are also surprising contrasts and challenges: a new life for natural fibers, sustainable fabrics and dyeing techniques, rediscovered by eco-fashion, and "artificial apparel," made of wearable electronic components. How is this revolution affecting the strategies of the fashion industry?.