

*Focus: Life Gear by Trident: MEDIA ADVISORY*

**\*\*\* MEDIA ADVISORY / PHOTO OPP \*\*\***

TRIDENT UNVEILS NEW FASHION CONCEPT THAT ELIMINATES DISTRACTION OF MOBILE DEVICES

**Toronto (March 28, 2014)** – Trident is pleased to announce the unveiling of *Focus: Life Gear by Trident*, a forward-thinking fashion concept that eliminates the distraction of mobile devices with material that blocks cell signals.

We love our mobile devices, but let's face it: they easily distract us and keep us from engaging with the world around us. Each conceptual piece of *Focus: Life Gear by Trident* features pockets made of radio-frequency-shielding fabric that blocks incoming messages to mobile devices, exploring the idea of embracing a lifestyle of focus.

**What:** Media Preview Event  
*Focus: Life Gear by Trident* – Fashion Concept Exhibit

**When:** Friday, March 28 at 10 a.m.

**Where:** 536 Queen Street West, Toronto

**What to expect:**

- Futuristic clothing concept featuring high-tech wearable fabrics
- Pop-up gallery featuring 6 futuristic designer prototypes on display
- Subtitled video interview with Japanese designer available on request

The fashion concept, designed in collaboration with visionary Japanese designer Kunihiro Morinaga of ANREALAGE, will be on display in a public exhibit at 536 Queen St. West from Friday, March 28 until Sunday, April 6. Get a behind-the-scenes look at the making of *Focus: Life Gear by Trident* with this [video](#).

For more information, please visit [www.keeplifeinfocus.com](http://www.keeplifeinfocus.com).

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