

## DESIGN

### Higher Mathematics in the Fashion Sector

NATTERNBACH/LINZ. Artist and designer Peren Linn from Natternbach is working with Professor Jonathan David Farley of the Kepler Universität Linz in a joint international project: Mathematics meets fashion

The design project "Math in Fashion" by Peren Linn has the goal of putting mathematics and its formulas on clothing and bringing them closer to women's fashion. The unusual prints should arouse interest and convey a touch of femininity. How the international project came to be, and which targets the young designer has still, she reveals in an interview.

**Tips:** What led to this unusual project?

**Peren Linn:** Guest Professor Jonathan Farley is a very valuable friend and now also business partner. One day he placed formulas in the room and asked me to think about how to merge the two "factors." Fifteen minutes later we launched the project.

**Tips:** What do you actually want to achieve with the project?

**Peren Linn:** Quite clearly: to awaken interest in higher mathematics in females and to achieve a higher quota of women in the universities. Of course I will also try to make the name "Peren Linn" from the photographic arts also known in fashion design. A small but fine summer collection will appear in due time.

**Tips:** How long will the project run and in which countries?

**Peren Linn:** The project was from day one international and will operate in the future out of the United States.

**Tips:** What comments have you gotten?

**Peren Linn:** Immediately after the sending of the press release in the U.S., we appeared in the Huffington Post, New York Times [*sic*], LA Progressive, the Harvard Crimson newspaper—to mention only the most important. The interest of our target audience is only positive.

**Tips:** Who supports you in your work?

**Peren Linn:** Well, we, Jonathan Farley and I, have a clear division of labor. He is responsible for the legal, press and PR in the USA and just math competency, and, not to forget, for the financing. My duties are in addition the design, production, layout, casting and photo shooting, and the advertising in the German-speaking world.

**Tips:** How do you feel personally concerning mathematics?

**Peren Linn:** To be honest, math was certainly not my favorite subject in school, but I think it is always the access and the interest thus aroused which ultimately emit pulses.

Besides the fashion, the 35-year-old Natternbacherin loves to travel. She has already been in 51 countries and her work has been deeply inspired by their art and culture. Their next journey leads Peren Linn to Hawaii, where she has moved the center of her life. Visits with her parents, Gerhard and Inge Lindner, will take the artist yet more time.

The latest fashion trend is available direct from the designer at [www.perenlinnfashion.com](http://www.perenlinnfashion.com). The price for a pair of jeans is 59 Euros.

[Top photo caption] A creative duo: Professor Jonathan Farley and designer Peren Linn.

[Left photo caption] Designer Peren Linn (photo) by the work.

[Right photo caption] Mathematics can be so sexy.