Firefly

The Purse of the Future

Purse designs changed over the years but we have yet to see a big leap in the purse world. Firefly is a smart purse that incorporates technology to enhance communication in everyday life. Crafted out of fiber-optic material and a 3D-printed Firefly decal, this purse incorporates a removable small computer that easily links up to the owner’s cellular device. Upon receiving a notification, the purse fabric lights up in various beautiful patterns, just as fireflies do when they communicate. Offering a rich range of notification patterns that capture users attention, and creating a new form of wearable technology experience. Firefly also allows for the phone to be charged while in the purse. Embedded GPS allows for tracking in the case of theft or loss. Additional benefits include visibility at night, visible signals to the hearing-impaired, and a fashionable design that makes the next leap in purse design.