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House of AKD Launches Patent Pending Interactive Wearable Technology

SCHERTZ, TX (April 19th, 2018) – The House of AKD has launched a groundbreaking, interactive wearable technology for cheerleader and dancer uniforms. House of AKD's new wearable technology is a first for the industry and will enable teams to promote events, social media sites and other information directly through a House of AKD uniform.

"As a former NFL Cheerleader Director, I know the value of promotion and awareness. Social media and mobile device technology are increasing daily and our AKD uniforms must anticipate the needs of our clients," said House of AKD Founder, Angela King-Twitero. I want to provide more than just a beautiful uniform. I want to create an interactive experience, one that benefits our customer."

The patent pending House of AKD wearable technology was debuted at the annual NFL Cheerleader Directors meeting in Seattle and received rave reviews. "We are always looking for creative ways to engage with our fans, market our events and products, and spread brand awareness. The technology Angela has developed and integrated into uniforms allows us to market directly at the hundreds of events our cheerleaders attend each year. As old forms of marketing become obsolete, tapping into new technologies has become even more important for our brand," said Shawna Peters, Denver Broncos Director of Cheerleading.

House of AKD's new wearable technology also provides teams with the capability to gather valuable marketing analytics. The technology can be removed for washing and can be controlled by the customer with House of AKD support.

House of AKD is known for its innovation within the professional cheerleading and professional dance industry. The company was the first to create a stretch foundation applied to non-stretch performance wear, enabling customers to incorporate leather, suede and other specialty fabrics in their uniforms.

About House of AKD:

House of AKD is an industry innovator and influencer in the professional cheerleader and professional dance world. Founded in 1989 by former NFL Cheerleader Director, Angela King Twitero, the company prides itself on being an industry leader. For more information, please visit www.HouseofAKD.com.