



# The Hyper Connected Fashion Metaverse

WHITE PAPER

AUGUST, 2022



# Overview



## Our Mission

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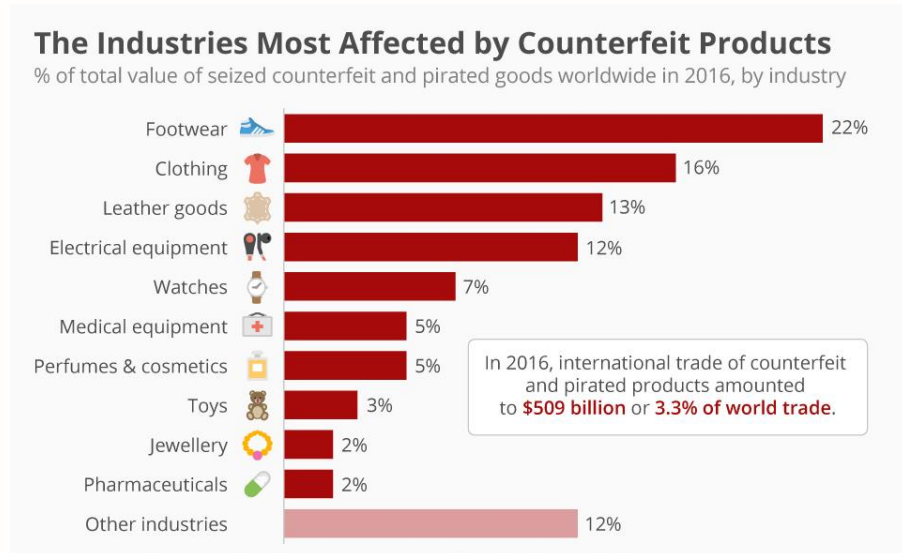
Platform that hyper connecting fashion "From Physical to Digital  
And From Digital to Physical"

## Sustainable Fashion Metaverse Ecosystem

that nourishes existing physical and digital universes where we can  
build, create, enjoy, play, earn and shop in a sustainable way



## Fashion Challenges & Industry Pain Points



The fashion industry represents the estimated global revenues of **\$1.5T**.

The global **counterfeiting** industry is expected to hit the \$4.2T mark by 2022.

The fashion industry lost more than **\$50B** in 2020 due to the sale of the counterfeit products:

Clothing appears to be **the most counterfeited product** followed by cosmetics and personal care, watches and jewelry, handbags and luggage.



## Metaverse Fashion Opportunities

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The COVID-19 pandemic accelerates the **digital transformation** globally, and the fashion industry is no exception.

Citi expects the **metaverse economy** as large as **\$13T** by 2030, and Gartner predicts that **25%** of people will spend at least one hour a day in the metaverse by 2026.

The **creator economy** has already exceeded a **\$100B** market size. The **NFT** market reaches **\$1.05T**. The **wearable NTF** market is expected to be **\$11B in 2022**.

Fashion industry lends well to the metaverse where the ecosystem includes **metaverse fashion** digitalization, metaverse fashion house/brand, Phygitalwear, metaverse fashion show and metaverse fashion marketplace/retail, and the metaverse fashion market is expected to increase up to **\$55B** by 2030.

As **sustainability** became the mainstream business, the anti-sustainability and anti-circularity nature of the fashion business place the sustainability as the top priority agenda in the fashion business practices.

**Fashion digitalization** and the **metaverse fashion** can be a potential solution for mitigating the anti-sustainability and anti-circularity nature of the fashion business.

**Gen Z** and **Gen Alpha** become the future big spenders and sustainability advocates in fashion.





# Metaverse Fashion Ecosystem

## Metaverse Fashion Value Chain



## Fashion Digitalization Solution

Browzwear (<https://browzwear.com>); CLO Virtual Fashion (<https://www.clo3d.com>); Masterkey (<https://www.masterkey.com.tr/>)

## Metaverse Fashion House

Fabricant (<https://www.thefabricant.com/>); Republiqe (<https://republiqe.co/pages/digital-fashion>)

## Metaverse Fashion Marketplace

DressX (<https://dressx.com>); Tribute Brand (<https://tribute-brand.com>); RSTLSS (<https://rstlss.xyz>); Meta (<https://about.facebook.com>)

## Web3 Fashion Protocol

Digitalax (<https://www.digitalax.xyz>); THE DEMATERIALISED (<https://thedematerialised.com>); Arianee (<https://www.arianee.org>); Boson Protocol (<https://www.bosonprotocol.io>)

## Metaverse Fashion Brand

Balenciaga; Gucci; Burberry; Ralph Lauren; Dolce & Gabbana; Forever 21; Zara; Tommy Hilfiger; Prada



# Developing Sustainable Metaverse Fashion Ecosystem: Issues & Requirements

## Monetization Potential

Although digital fashion assets (e.g., wearable NFTs) can be the new revenue streams, monetization opportunities are not fully explored yet (still targeting specific NFT/game mania community, not fashion consumers in general)

- Development of innovative experience value propositions for consumers' engagement is required (e.g., a digital cloth should have a personalized experience tied to it)
- Design of NFTs for providing long-term utilities to unlock deeper relationships and create more shared values with customers is required (e.g., **utility NFTs** for various value additions)

## Limited Quality

Consumers' expectations of the digital fashion are much higher than what's possible to do with today's state-of-the-art technology.

- Quality control for providing minimum required **look and feel** (depending on various metaverse platform) should be provided.

## Legacy/Web2 + Digital/Web3 Fashion Business Integration

Digital fashion should be considered as an addition of physical fashion.

- As our real and virtual lives converge in the metaverse we need to acknowledge how one impacts the other. Simple ways of **embracing digital/web3 fashion business** for legacy/web2 fashion business are required.

## Sustainability Issue

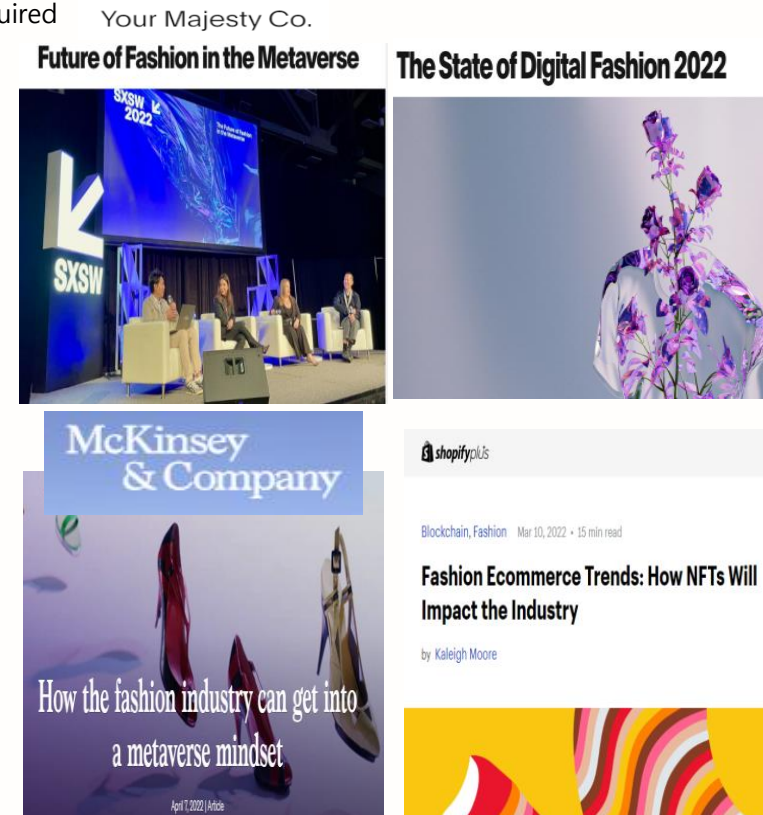
Although digital fashion can mitigate somewhat the anti-sustainability/circularity nature of fashion business, it can not solve fashion's **inherent sustainability/circularity issues**.

- Digital fashion should be integrated with physical fashion to affect fashion business practice

## Ecosystem Players Integration

Fashion communities supporting **integration of metaverse fashion ecosystem players** are need to be formed and operated.

## References



# Developing Sustainable Metaverse Fashion Ecosystem: Issues & Requirements

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## Fame Universe (<https://fameuniverse.xyz/>)

Fame is a platform builder that hyper connecting fashion "From Physical to Digital And From Digital to Physical"

Fame's mission is to lead the "Sustainable Metaverse Fashion Ecosystem" that nourishes existing physical and digital fashion universes where we can build, create, enjoy, play, earn and shop in a sustainable way

## Fame Platform

Fame platform is a sustainable metaverse fashion ecosystem building platform that provides a play ground where the ecosystem players and stakeholders can co-create a sustainable metaverse fashion ecosystem

Fame platform provides the interfaces for the ecosystem players and stakeholders can cooperate synergetically to build sustainable metaverse fashion ecosystem more efficiently and effectively

Fame platform provides/integrates the tools/solutions/knowledge/expertise for supporting a sustainable metaverse fashion ecosystem development.

## Fame Platform Design

Fame platform is designed to provide a simple way of embracing digital/web3 fashion business for legacy/web2 fashion business

Fame platform is designed to provide a community building solution that the ecosystem players and stakeholders can participate with self-sovereignty and consensus

Fame platform is designed to employ various innovative monetization methods for increasing market scalability

Fame platform is designed to be modular considering current technology limitations and emerging technology expectations

Fame platform is designed to resolve fashion's inherent sustainability/circularity issues





# FAME Platform Key Elements

## Building Sustainable Fashion Creator Economy

Fashion digitization for transforming physical resources into 2D / 3D interactive digital garments

Minting of NFTs for the digital garments that enables originality/authenticity verification against the counterfeits and fair compensation for creators

NFT based IP portfolio development for additional economic value creation

Hyper connecting the physical and digital garments through phygital and digital twins that enables sustainable fashion business



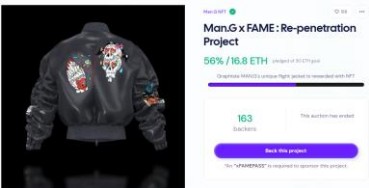
## Self-Sovereign Funding Metaverse Fashion House

Funding each creator’s project through direct engagement of potential customers

Fashion crowdfunding to meet both physical and digital brand production needs

Creation of NFTs and Operation of NFT based diverse royalty rewards program

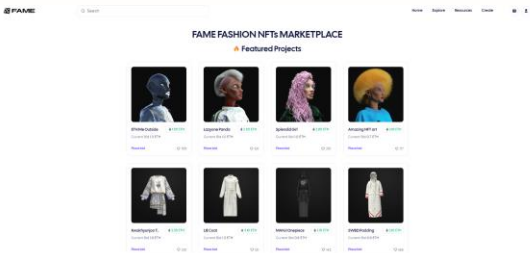
Synergetic integration of the creator economy and token economy utilizing Web 3.0 technology



## Hyper Connected Fashion Marketplace

Hyper connected fashion marketplace where e-commerce is strongly connected with metaverse/NFT commerce

A hybrid type of NFTs marketplace which nourishes existing Web 2.0 e-commerce and Web 3.0 metaverse commerce



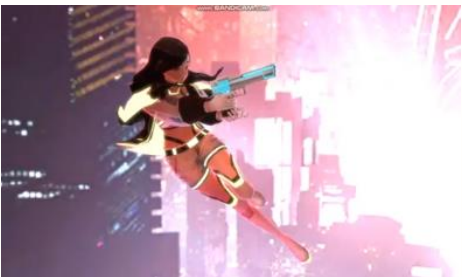
## FAME GAMIFICATION

### Innovative Metaverse Fashion Monetization

P2X (Play to X) monetization in the FAME fashion ecosystem

Fashion NFTs for “fun” and “utility”

FAME fashion NFTs to collect, enjoy and play in various metaverse platforms and games





# **FAME Platform Key Elements Deep Dive**



## Integrated Services/Platform for Building Sustainable Fashion Creator Economy

### **Patent pending FAME META Studio supports designers to transform their traditional designs into digital fashion garments**

- FAME META Studio comprises the human expert + fashion digitalization solutions integrated services
- FAME META Studio will be provided in a no/less-code stand-alone solution or cloud base SaaS

### **FAME META Studio transforms the physical fashion resources into 2D / 3D interactive digital fashion assets**

- FAME META Studio digitalizes the patterns and designs of real garments, and sell them as the digital garments

### **FAME META Studio in integrated use of FAME Fashion LAUNCHPAD enables the minting of NFTs for the digital garments**

- Digital garments can be sold as a form of NFT, worn on avatars in various metaverse platforms and to be played with in social media and games
- NFTs for the digital garments enable originality/authenticity verification against the counterfeits and fair compensation for creators

### **FAME META Studio enables NFT based IP portfolio development for additional economic value creation**

- NFTs for the digital garments include intellectual property rights (IPRs) for each digital fashion creation.
- NFT holders can generate profits based on IP usage fee
- NFT based IP portfolio can be used to create the secondary NFTs for representing various creation types such as illustrations, 3D artworks, and videos

### **Hyper connecting the physical and digital garments through “phygital” and digital twins that enables sustainable fashion business**

- FAME META Studio in integrated use of FAME Fashion Launchpad and xFAME Marketplace enables the sustainable fashion business practices through a pre-estimation based on-demand physical garment productions and life cycle management of the physical garments for circularity.



## FAME META STUDIO

FAME META STUDIO a key element of the services/platform for building sustainable fashion creator economy



Physical Fashion Garments



Digital Fashion Items



Digital Fashion Items on Avatars

### ***Patent pending FAME META Studio supports designers to transform their traditional designs into digital fashion garments***

- FAME META Studio provides a interface for the traditional designers/legacy fashion business to cooperate with digital fashion expertise to build digital fashion assets more efficiently and effectively
- FAME META Studio comprises the human expert + fashion design digitalization solutions (e.g., Clo3D) integrated services
- FAME META Studio will be provided in a no/less-code stand-alone solution or cloud base SaaS

### ***FAME META Studio transforms the physical fashion resources into 2D / 3D interactive digital fashion assets***

- FAME META Studio digitalizes original fashion designer's drawings, patterns for the drawings and produced real clothes
- FAME META Studio provides a curation mechanism for the quality of produced digital fashion assets

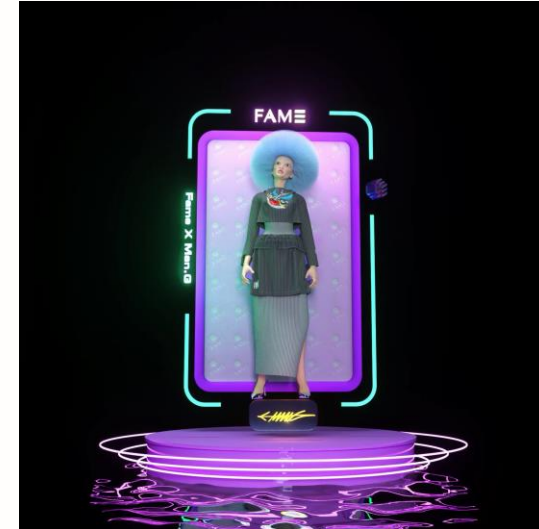
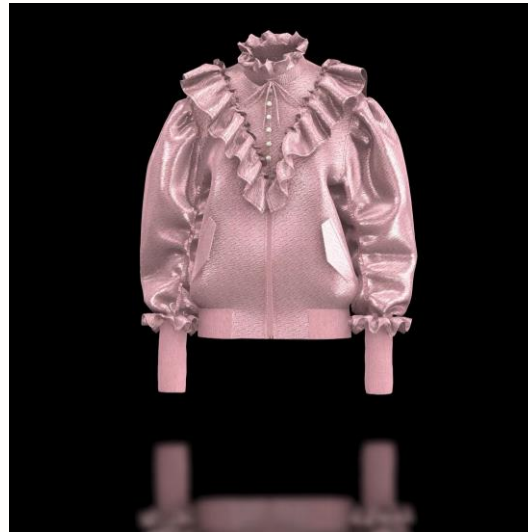
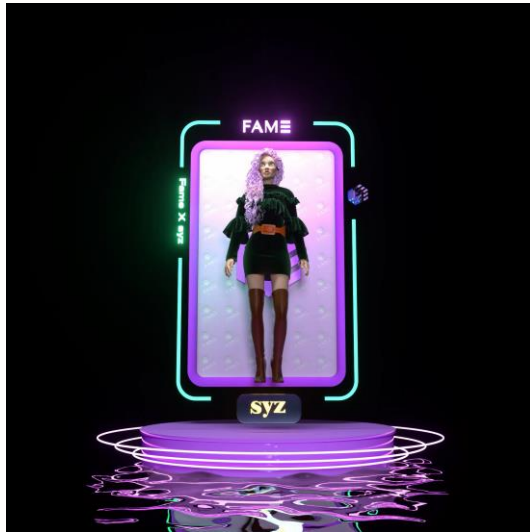
### ***FAME META Studio in integrated use of FAME Fashion Launchpad enables the minting of NFTs for the digital fashion assets***

- Digital fashion assets can be sold/licensed as the form of NFTs.
- The produced digital clothes can be converted in the metaverse garments that can be sold as the form of wearable NFTs, worn on avatars in various metaverse platforms and to be played with in social media and games. It is designed to conduct the production and monetization of all NFTs through consultation and agreement between the creator and the owner of the NFTs and to distribute a portion of the profits generated from the sale of the NFTs to the owners of the NFTs
- NFTs for the original fashion designer's digital drawings enable originality/authenticity verification against the counterfeits and fair compensation for designers.



## FAME META STUDIO - continued

FAME META STUDIO a key element of the services/platform for building sustainable fashion creator economy



***FAME META Studio enables NFT based IP portfolio development for additional economic value creation***

- NFTs for the digital garments include intellectual property rights (IPRs) for each digital fashion creation
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***Hyper connecting the physical and digital garments through phygital and digital twins that enables sustainable fashion business***

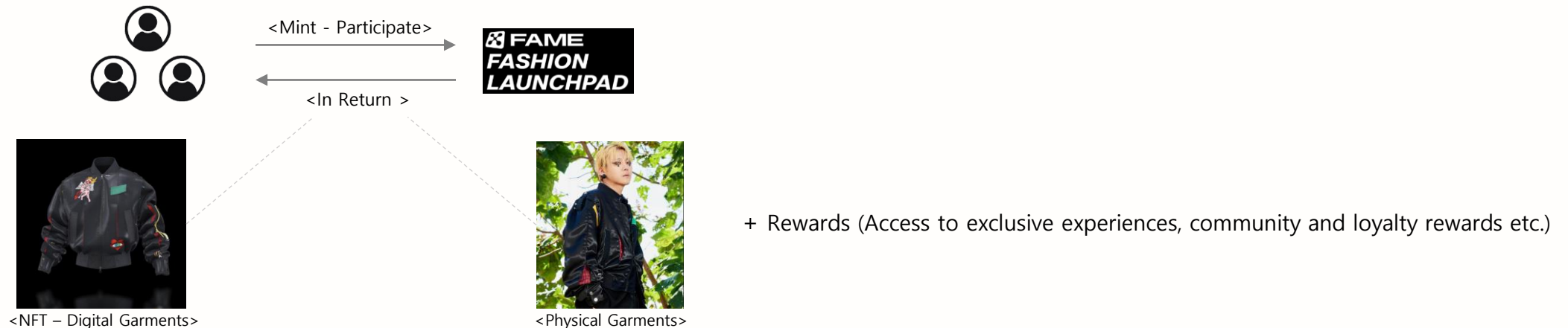
- FAME META Studio in integrated use of FAME Fashion Launchpad and xFAME Marketplace enables the sustainable fashion business practices through a pre-estimation based on-demand physical garment productions and life cycle management of the physical garments for circularity





## FAME FASHION LAUNCHPAD

FAME Fashion Launchpad is a key element of the self-sovereign funding and NFT management platform



***FAME Launchpad enables direct engagement of potential customers' cloud funding for each creator's fashion design project***

-Fashion crowdfunding platform to meet both physical and digital fashion brand production needs

***FAME Launchpad supports FAME META Studio for creating NFTs***

-Through participation on FAME Fashion Launchpad (NFT minting), each user/investor gets (partial) ownership of designer's physical and digital fashion creation

***FAME Launchpad is responsible for operation of NFT based diverse royalty rewards program.***

-The ownership can be issued to each user/investor by a royalty reward NFT. The holder of the royalty reward NFT can be compensated depending on the investment amount from the designers directly or some other rewards mechanism

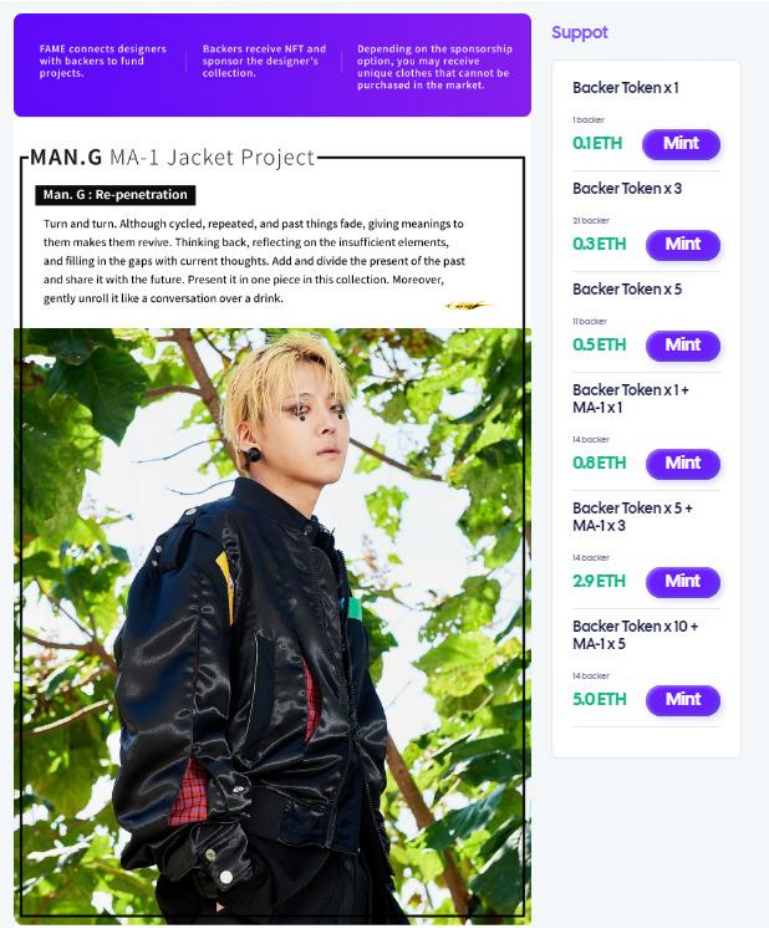
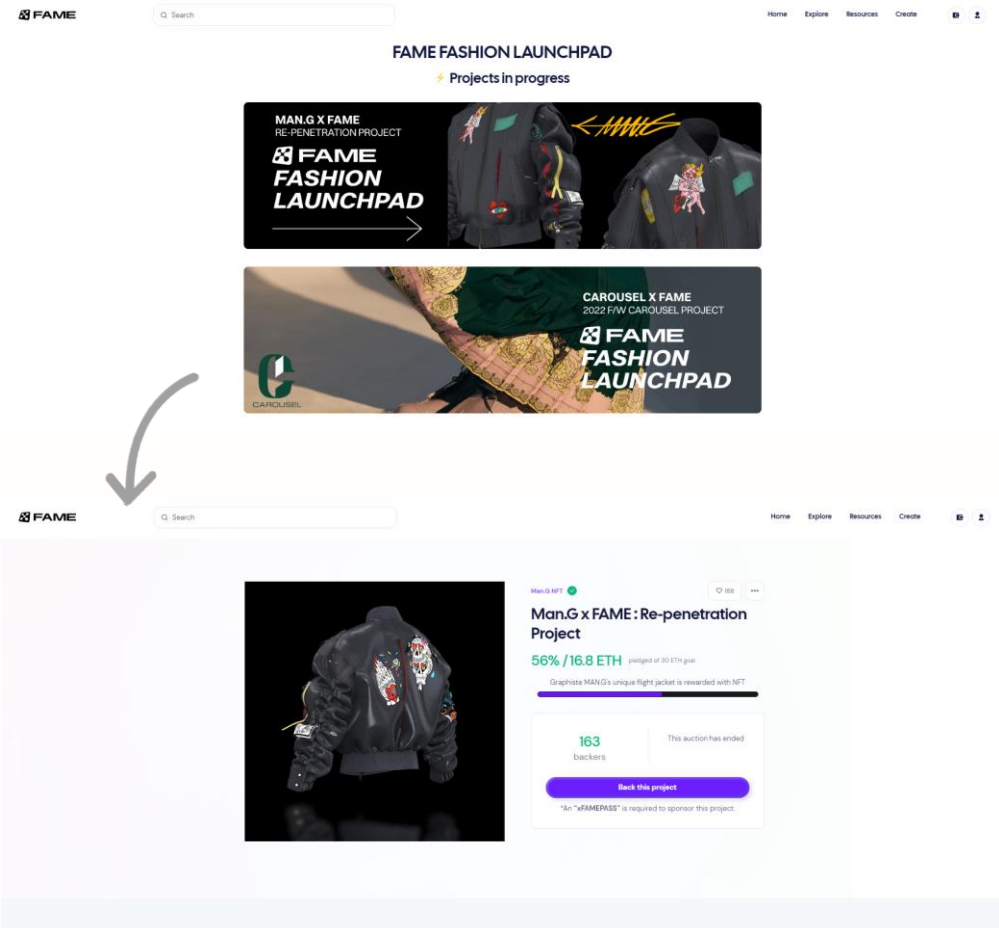
***FAME Launchpad enables a synergetic integration of the creator economy and token economy utilizing Web 3.0 technology***

- FAME Launchpad can be operated through a community for providing the self-sovereignty to the participating members
- To encourage active engagement in the community and thus to contribute to the creator economy, a utility based NFT (**FAMEPASS**) where the token acts as a digital passport of the membership can be used. Owning the FAMEPASS offers privileges and entitlements within the community, perks that ultimately drive its future value
- The FAMEPASS will serve as the validation mechanism to identify whether someone is eligible for a certain benefit or incentive in the community(a loyalty rewards program).
- As the community grows the NFT value grows as well, allowing members to truly have a stake in the success of the community.



# FAME FASHION LAUNCHPAD – continued

xFAME (Fashion Meta Connect DEMO) :  
<https://www.xfame.net/mint.html>

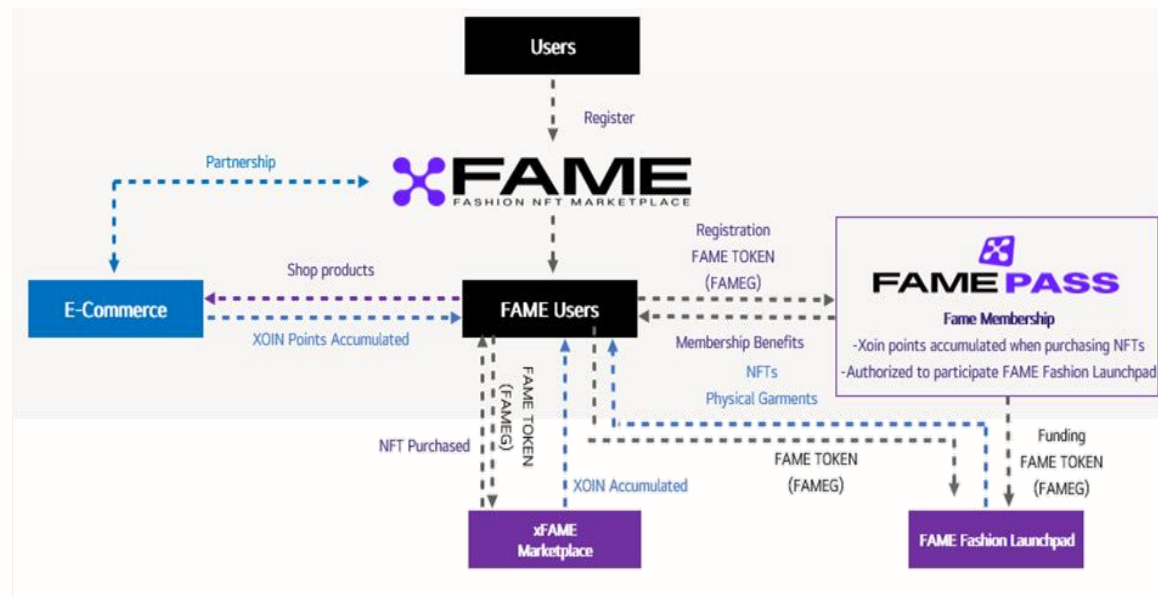


## xFAME HYPER CONNECTED MARKETPLACE

xFAME Marketplace enables a hyper connected fashion marketplace where e-commerce is strongly connected with metaverse/NFT commerce.

*xFAME Marketplace is a hybrid type of NFT marketplace which nourishes existing Web 2.0 e-commerce and Web 3.0 metaverse commerce : <https://www.xfame.net/>*

*xFAME Marketplace is an example design of the Fame platform to provide a simple way of embracing digital/web3 fashion business for legacy/web2 fashion business*



**Fame Token (FAMEG) economy is designed to support the physical e-commerce customers and digital e-commerce customers**

- The FAMEG is a token circulates throughout the FAME ecosystem and is a tool to activate the market. FAMEG is the only utility token in the marketplace  
It is used for NFT purchases, payment of fees and interest
- XOIN (The xFAME Point) is accumulated in specific proportions when customers purchase fashion products on e-commerce, partnered with the FAME ecosystem
- XOIN can be redeemed into FAMEG, ready to purchase various NFTs and dive into the world of fashion metaverse
- FAME PASS is a membership NFT of the FAME ecosystem, which enables users (holders) to participate in the FAME Fashion Launchpad while being favored with diverse benefits in physical/digital universes



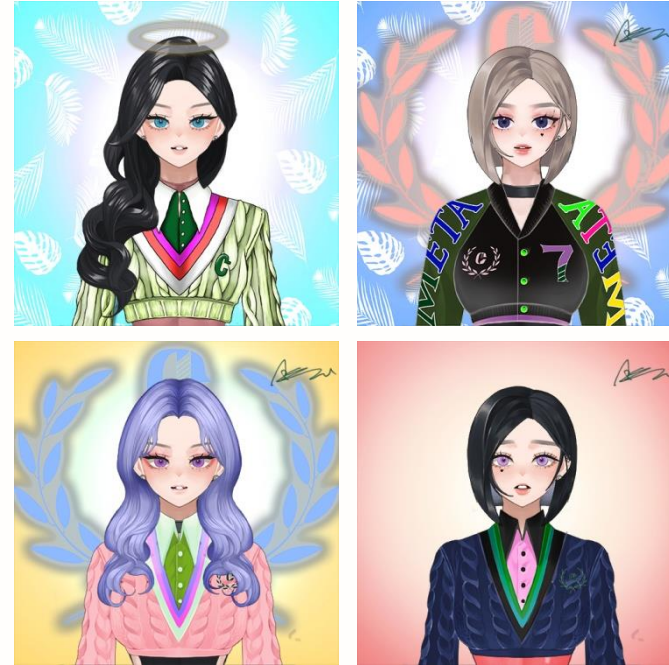
## FAME GAMEFICATION

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FAME Gamification enables an innovative metaverse fashion monetization



<FAME x MetaAxel>



***FAME Gamification is based on the innovative experience value propositions for players' engagement***

- FAME Gamification transforms the digital fashion as the "fun" and "utility" for the players
- FAME Gamification enable for the players to collect FAME fashion NFTs, enjoy and play in various metaverse platforms and games

***FAME Gamification supports the P2X (Play to X) monetization in the FAME fashion ecosystem***

- Digital Fashion Items and Fashion NFTs purchased are to be utilized in various projects such as PFP projects, metaverses and games
- Users can earn XOIN (The xFAME point) while playing FAME GAME and various games partnered with FAME to get Fashion NFTs after swap (Xoin to FAMEG)
- In various metaverse platforms, the fashion NFTs can be worn on avatars, through "claim" for "wearable fashion Items (matched)" (user who already purchased NFTs), certain amount of FAMEG is consumed when claiming for certain wearable items







# **FAME Business Development**





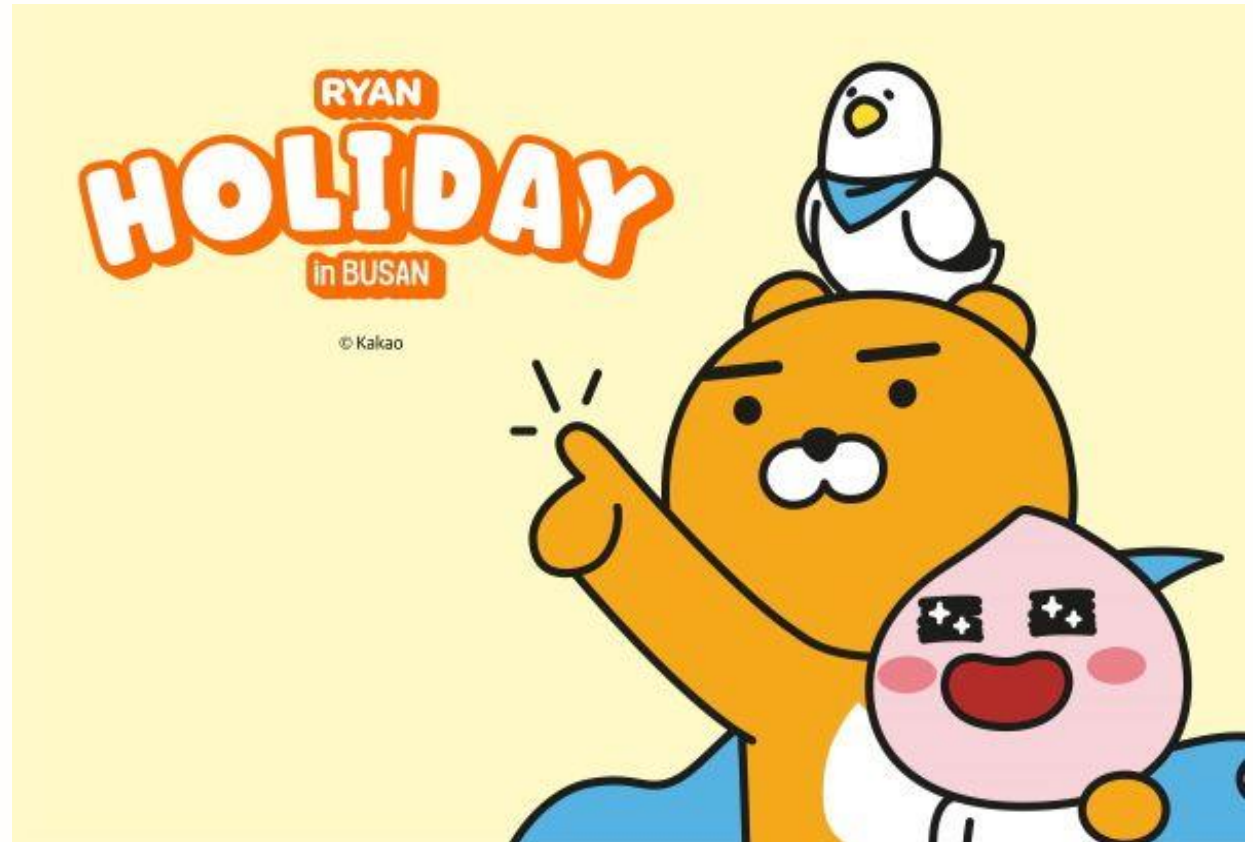
## FAME x TREASURE LABS

FAME partnered with TREASURE LABS(formerly, Treasures club) to collaborate various fashion related NFT collaborations strongly rooted in physical universe.



### FAME x CONLAB

When met with strong IP characters such as Ryan (Kakao Friends), digital fashion and NFTs can present 'another' type of collaborations appealing to both universes, Physical and Metaverse.



## FAME x Angry Polar Bears

FAME partnered with Angry Polar Bear, a NFT project aiming for the protection of global environment.



### FAME x NXDF

Ranging from NFT Marketplace to PFP Games, FAME partnered with NeXt DeFi Protocol, starting with PFP Fashion collaboration in September, 2022



## FAME x Pulse9

FAME transformed traditional fashion garments into 3D digital Fashion garments, worn by Jane, member of Eternity – cyber K-pop idols







## FAME Designer Line- Up



# Designers Line-Up



## KAIMIN

FEMALE-FOUNDED, HIGH-TECH WOMEN'S FASHION LABEL BASED IN NEW YORK CITY, WHICH PROMOTES INNOVATION AND INCLUSIVITY, WORKING WITH ICONIC ARTISTS, INCLUDING BJORK, LADY GAGA, NICKI MINAJ, KATY PERRY, AND MANY OTHERS.

THE PART-SOUTH KOREAN, PART-JAPANESE DESIGNER FOUNDED THE EPONYMOUS BRAND IN 2016 TOGETHER WITH HER BUSINESS PARTNER DMITRI PCHELINTSEV.



## WHY JAY

Questioning "WHY" to the world, full of fast fashion and mass production, WHY JAY seeks for Authenticity and Originality of designs



## SYZ

SYZ aspires toward 'Timeless Sensual Sophistication' , presenting Classical Silhouette laced with refined details through print signatures.



## KWAK HYUN JOO

For those who seeks for diverse culture and 'longing' for fashion, KWAK HYUN JOO collection provides unisexual fashion with various concepts and sensual beauty in each season.



# Designers Line-Up



LIE



HOLY NUMBER 7



SWBD



VLEEDA



JAANKEE



THE STUDIO K



XPERIMENT



## Designers Line-Up

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RE RHEE



BIG PARK



Youser



LA MER MA MAISON



MAISON DE INES



ORDINARY PEOPLE



F.COCOROMIZ



MIHUU SOMUCH



## Designers Line-Up

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HEICH BLADE



ANDY & DEBB



JULYCOLUMN



UNNORM





## Designers Line-Up

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NADE PARIS



LOOKAST



DEBB



NOTA



Designers Line-Up



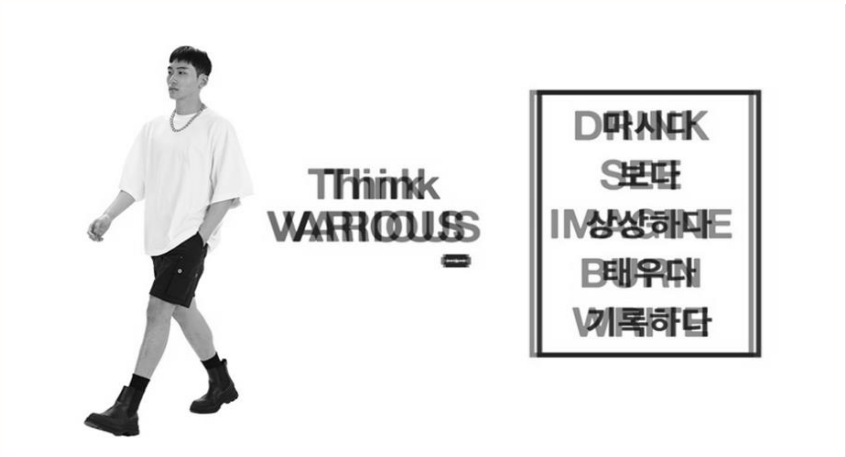
FAYEWOO



HAS



TOU



HEICH BLADE

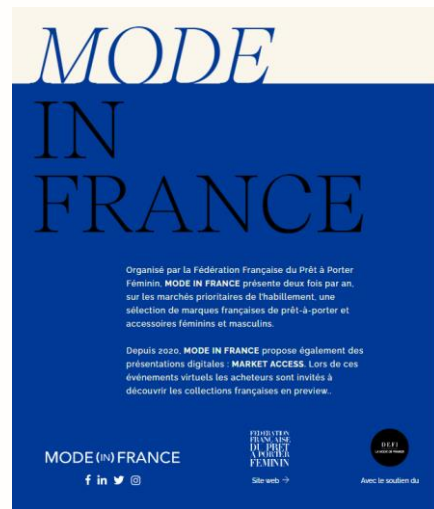


## Designers Line-Up

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100+ New & Young Designers from Seoul (2022)



20+ New & Young Designers from France (2022)





# Tokenomics



# Tokenomics | Token Distribution

TOKEN: FAMEG

FAMEG token circulates throughout the FAME ecosystem and is a tool to activate the market

FAMEG is the only utility token in the marketplace. It is used for NFT purchases, payment of fees and interest, and Governance Staking

Allocation	Percentage	Quantity
Token Sales	25%	250,000,000
Team & Advisor	10%	100,000,000
R&D	10%	100,000,000
Marketing	10%	100,000,000
Reserve	5%	50,000,000
Operation	10%	100,000,000
Ecosystem	30%	300,000,000
Total	100 %	1,000,000,000







## Team & Roadmap



# Management Team & Advisors

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**CEO**  
**James Gee Sin Hong**

現 CEO, FAME UNIVERSE

前 Co-President, SYZ  
前 Founder/CEO, Korea Speakers Bureau  
前 Chief Regional Director, Major Events International London



**CDO**  
**Justin Jung**

現 CDO, FAME UNIVERSE

前 Vice President, Gold Bank  
前 CEO, KCBC  
前 Vice Chairman, Trinity IB  
前 Vice Chairman, UB Partners



**CFO**  
**Jeff Heo**

現 CEO, UB Partners  
現 CEO, Flowasset Company  
現 CTO, GolfStadium



**CTO**  
**Antonio Kim**

現 Founder, NXDF

現 CTO, TREASURES CLUB



**CCO**  
**Sunny Lee**

現 CEO, SeoulShowroom

前 CEO, Lately Co., Ltd.



**Chief Evangelist**  
**Alex G. Lee**

現 TechPm, LLC CEO & Founder

Ph.D., Johns Hopkins University  
J.D., Suffolk University Law School  
New York State Attorney



**Advisor / Global Business**  
**Jihoon Jeong**

現 General Partner, K2G Tech Fund

現 Advisor, Kakao Entertainment  
現 Chief Vision Officer, Modulabs  
Professor, DGIST University



**Advisor / Global Designers**  
**Vikram Menon**

現 Director, Fashionex (London)  
Chartered Accountant



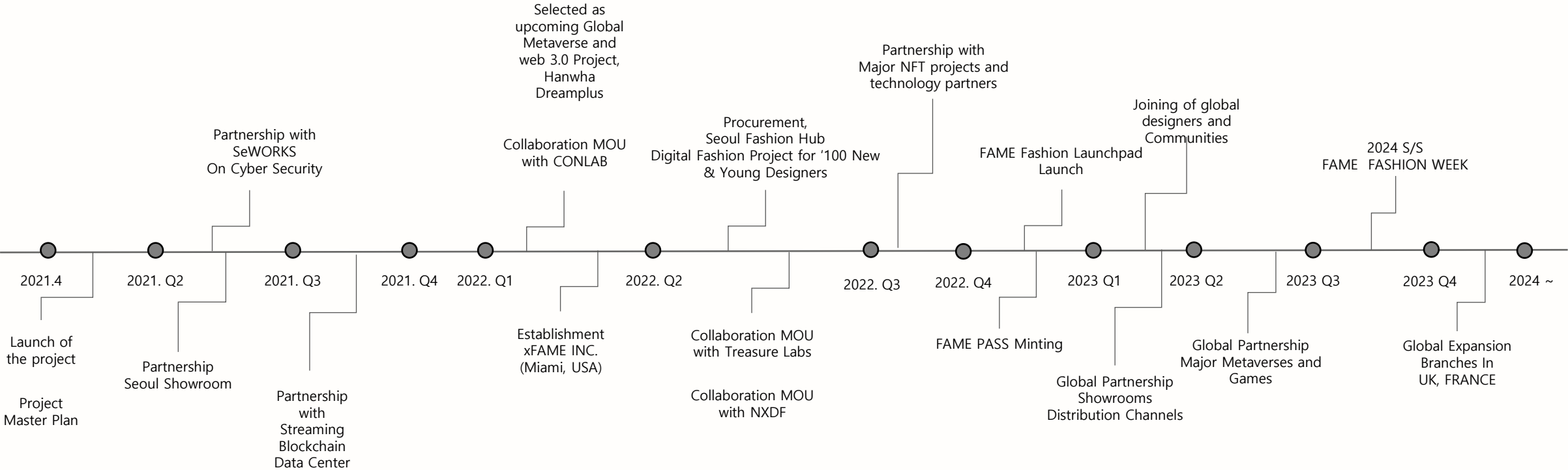
**Advisor / Cyber Security**  
**Minpyo Hong**

現 Founder/CEO, SEWORKS Inc.  
現 Founder, WOWHACKER  
現 Founder, SHIFTWORKS Co., Ltd.



# FAME Business I Road Map

Our Endeavor to Hyper-Connect industries/parties/people from Traditional world and Metaverse is ceaseless



## Disclaimers

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The goal of this white paper is only to provide general information about the tokens ("FAMEG") and the project.

This white paper does not contain any prospectus, offer documents, offers of securities, solicitations of investment, or offers to sell products, items, or assets.

The following information may not be complete and does not imply any elements of a contractual relationship. It does not guarantee the accuracy or completeness of such information. Moreover, it does not provide any testimonies, warranties, or promises regarding the accuracy or completeness of such information.

If this white paper contains information obtained from third-party sources, the company and/or its team have not verified the accuracy or completeness of such information independently.

Nothing in this white paper shall be treated as legal, financial, business, or tax advice.

You should seek advice from your legal, financial, tax professionals, or other professionals before participating in any activity related to this white paper. A token is neither an investment nor security.

The token does not imply any claim for monetary reimbursement to the issuer. Moreover, the holders of the token ("Token Holders") do not have any claim to the issuer for interest payments or for any profit sharing generated by the issuer.

Due to various causes, total loss of token value or investment cannot be excluded. Neither the FAME Foundation, the FAME operators, project team members, nor service providers who are third parties will be liable for any damages of any kind, whether direct or indirect, regardless of the method of carrying out the project.

They are not responsible for any direct damage or loss you may incur when accessing the materials and websites produced by the company or other materials.

This whitepaper does not constitute any offer for the sale of tokens (as defined in this Agreement) by the company or its team. All or part of the tokens and the presented fact may not form the basis of the relevant basis. Neither contract nor investment decision may rely upon any promises or testimonies regarding the company's future performance.

FAME will make every effort to have its token listed on cryptocurrency exchanges or trading marketplaces. However, it cannot guarantee when such listings will occur. Until listing is completed, token holders can only dispose of tokens by directly trading them between token holders. There is no guarantee that token holders can use them or the other party will be willing to pay the price paid by the token holders.

Purchasing the token is only suitable for experienced persons who can assess the risks, including those associated with the underlying technology, and who are willing to accept all losses, including total losses.

Before acquiring tokens in any other way, potential investors should specifically ensure that they understand the structure of the tokens and the inherent risks.

It is recommended for individuals to evaluate all possible risks, seek advice regarding the economic, legal, regulatory, and tax implications of their token purchases, and pursue the advice of accountants or other advisors to determine the potential benefits, burdens, risks, and other consequences of own investments, laws, taxes, and token purchases before acquiring tokens.

Prospective token holders should research white papers, websites, FAQs, and all other available sources of information and clarify all questions before acquiring tokens.





## The Hyper Connected Fashion Metaverse

