

FIGHTING FRENCHIES

“Keep the main thing, the main thing.”

THE ART by Slum Dog Billionaire

Every masterpiece begins with intention — and for *Fighting Frenchies*, the art was never just about aesthetics; it was about identity. To keep the main thing the main thing meant keeping the art, the art — honoring the craft's integrity, purpose, and essence without letting utility or hype overshadow the creation itself.

From the very beginning, the vision was to create something universal — a design that anyone, regardless of race, size, color or background, could identify with. Something more than a collectible. Something you'd *feel* compelled to own, wear, and represent. A true fusion of *culture, combat, and community*.

From the kennel to the cage. Each character was built with discipline and purpose. Every French Bulldog was hand-drawn, refined, and shaped from real anatomy — combining the muscular precision of bodybuilding and aesthetics with the charm and relatability of one of the world's most recognized breeds. The foundation for that vision came from *Bully Builderz*, Joshua's original kennel — where the eye for proportion, symmetry, and balance in physical form was met with years of understanding movement, aesthetics, and design.

What emerged wasn't random art. It was an engineered *character*. Every line, coat, and detail carries intention — a perfect blend of realism and personality. No unnecessary gimmicks, no arbitrary features. If a Frenchie steps into the cage or ring, it carries only what belongs in its world — gloves, wraps, belts and grit. Nothing else. Every element serves the narrative, building a universe where fight culture lives and breathes through the art itself.

The concept of “less is more” defined the creative process. Each micro-adjustment — an ear tilt, a glare, a muscle contour — changed everything. Every asset was refined until it evoked emotion and meaning. The result: a world that makes sense within itself — *The Frenchieverse* — where every character feels alive, ready, and real.

Joshua grew up in the art scene, surrounded by graffiti, branding, and storytelling. His trained eye for proportion and detail came from years of bodybuilding — learning what the ideal physique looked like, how small changes define perfection. Merging that understanding of anatomy with art, psychology, and culture allowed him to create something timeless: *a character the world can see itself in*.

When NFTs exploded during the 2021 bull run, Joshua saw a market flooded with soulless, low-quality art — and he thought, *“If this is what sells, imagine what happens when the art*

speaks for itself." So he got to work — building an IP so densely layered, so intentional, that even without community, the art would still stand tall — on or off chain.

But he didn't stop there. Each Frenchie represents more than visual perfection — it embodies story, spirit, and the *why* behind the movement. The quality of every line, tone, and color reflects the same standard seen across *Fighting Frenchies* as a whole: *discipline, legacy, and value*.

It's more than a collectible — it's a symbol of resilience. Fighting Frenchies was never just about art; it was about reflection. The goal was always for people to see themselves within it — to recognize their own grit, strength, and evolution in every line and within every detail. When you see individuals from every walk of life — athletes, dreamers, fighters, and survivors — holding a Fighting Frenchie, it becomes clear: this isn't just a brand. It's a mirror of the power that already lives within you.

"It's funny — in many ways, Fighting Frenchies is my ADHD in character form. A little wild, indefinitely curious, and impossible to box in — yet capable of creating something magnificent when that energy is channeled with purpose. With consistent, intentional work, even chaos can become a masterpiece. Because once you truly understand yourself and you learn how to dance gracefully with that side of yourself, your reality becomes limitless."

At the heart of it all lies the DAWG mentality — a Determined Attitude With Gratitude. It's the spirit that turns struggle into strength and the privilege of pressure into purpose. It's how we fight forward through life: with relentless discipline, egoless humility, and an unbreakable will. Because gratitude isn't optional — it's the foundation of success. You can't have it without it.

Every piece is hand-drawn by the founder — no templates, no shortcuts. Each asset came from original sketches, ideas, and designs, merging years of artistic vision, fight culture, and emotional resonance. Thousands of assets could have been released, but restraint and precision shaped it into a *10,000-piece collection* — not for hype, but for heritage.

Because true art doesn't chase trends. It creates them, for generations to come — timeless.

Fighting Frenchies was built to give everyone a fair fighting chance — the dreamers, the believers, the outcasts and the underdogs — a character that everyone could see themselves in.

A symbol that mirrors resilience, love, loyalty, and individuality.

A reminder that strength has many faces — and in this universe, every one belongs.

Unleash the DAWGS — Embark with us on the Fighting Frenchie World Wide Takeover!

Keep Fighting Forward!

“Weave in the fabric of imagination.”

Real iP.

— DIM