

Project DeFa

The First Draw to Earn Project

BeastMarch@protonmail.com

## 1 Abstract

Project DeFa is a social and dynamic platform based on fashion. People can share, sell, buy, sew and collect, etc. (all functions will be explained below) the clothes they designed on this Decentralized Fashion Application.

Each design created by users cannot be modified or copied. The owner of the design is the one who created it, and the ownership cannot be passed on to someone else until the designer sells the design.

## 2 Introduction

The global fashion and clothing industry is estimated at 2 trillion dollars today. This industry, comprised of thousands of brands and jobs, appeals to all humanity. But certain companies are psychologically managing this industry that is all about humanity. In a way, humanity has not fully achieved the freedom of fashion. The perception of the beauty of a certain cut is considered to be true and it is imposed on people. For example; A famous designer designs a dress, and this design is shown to people under the roof of a large company. The media extension of the same company claims that this design is perfect. After all, people believe that even if they know that design isn't beautiful, it's great. Because the brand's designer and the media have a real say in this matter. And then, this great(!) design is sold to someone for extreme prices. The company makes a profit, and the buyer pays a ton of money for a lousy dress and makes himself believe it's pretty. Of course, the perception of beauty is relative. But that also applies to all fashion brands too. It should also be discussed whether all the products they have designed and offer are beautiful and whether people should not blindly be connected to global brands.

## 3 Problem

Bitcoin has shown us the benefits of decentralizing the things that belong to society (such as money). And Ethereum provided the same function by allowing the development of decentralized applications. So we want to do the same thing for fashion because of the inspiration of Bitcoin and Ethereum. Because fashion is also completely central and controlled by brands. The beauty and esthetic perception that needs to be changed from person to person is locked into certain patterns and imposed on society through the media. Here is Project DeFa (Decentralized Fashion) which aims to be the solution to this problem.

#### 4 Defa (Decentralized Fashion)

The app works like ordinary social media. Users can like posts, comment under them, discuss comments, send posts to each other, and text each other. This fashion-based social media platform brings together 3 groups of people:

A) People who have good drawing skills and the designers: Not only those who do the designing as a profession, but anyone with good drawing skills and imagination can design clothes. Designs are drawn on paper and uploaded to the platform as a photo, or they can be drawn by a drawing program that will be developed within the application. A smart contract is created for the uploaded design and its ownership is given to the designer's wallet.

B) Consumers: Anyone who does not design or cannot do it can also use the application. These groups can see designs made, follow designers of their choice, like designs, comment and criticize and purchase designs from their owners. The purchase is made through the exchange of platform tokens and the smart contract of the design. The consumer who buys the contract of the design has the full right to the design; can sew the design, make it sew, or collect many designs to create a decentralized brand.

C) Producers: Producers can be individual or corporate. They can sew up their designs that were bought or sew up the designs that were bought by the others to send them, and in return, they receive a certain number of tokens from the consumer.

[D) Decentralized Brands: Outside of these 3 groups, users can also join the platform by creating a Decentralized Brand and opening a store within the platform. Decentralized Brands can create corporate accounts with their designers or purchase and collect designs on the platform. Can create collections with these or sell them.]

\* All transactions in the application are done with Project DeFa's token.

\* All designs are Non-fungible Token.

\* 2.5% of each transaction is transferred to the application developer's wallet. These tokens are used to improve the application and for advertising expenses.

\* If these donations exceed developer costs, this money will be burned to create deflation.

To give an example of how the application works:

The designer will load his design into the platform and this design will be shown to everyone (at this stage, he can sew the design or make it sew, for himself or another one.) If he wants to sell his design, he will set a price for it and offer it for sale. (Pricing can also be made through a tender.) If a user wants to purchase it, he will pay and the smart contract will be exchanged with the token (At this stage, the consumer can sew the design for himself or can get producers to do it.) If the consumer wants to have the design sewed by the producers, he will send the design to the production line. After agreeing with a producer in this section, it will send the contract address (not ownership) created for the design to the manufacturer. The producer will produce the design and add the contract address to the product label. Then, along with the contract address, he will deliver the product to the delivery company that Project DeFa has agreed to. The delivery company will provide it with a password as proof of the producer's efforts and the producer will end the exchange within the platform with this password. Then the product will go to the consumer and the tokens that they agreed on the platform will be sent to the producer.

\* Production line: This part shows the products that are wanted to be produced, brings together producers and consumers, and allows them to agree.

Question:

How will Project DeFa prevent some potential people from sewing designs for themselves without buying them?

Answer:

The agreement address attached to the label of each product produced can be used to confirm who ownership belongs to by checking in the app. Those who fabricate designs in a fake manner will not be able to add this address to the label, so it will be known to be a fake product. Also, the ownership information will be added under the post. (like: "This design sold to \*\*\*\*\*")

\* Project DeFa will run a competition every year among users for incentives. According to this, the design that won the most votes on certain dates will win the contest and Project DeFa will reward him with mass production. Most of the revenue of the mass-produced design will be given to the first designer. The mass production will continue to the specified amount until the next year's competition is concluded.

## 5 Token

DeFa Token is the governance token of application. All payments within the application will be made with DeFa Token. At first, 25% of the supply will be circulated. 75% will be used for centralized exchange listings and partnerships.

## 6 The Future of Project DeFa

The main purpose of Project DeFa is to create an elite society in the fashion community and to ensure that this society creates its fashion fields, regardless of the rest of the fashion industry. It doesn't replace the entire fashion industry, but it will take a certain slice of its cake. We guess that it will take a 0.5% share of the fashion market in the first 3 years. That's about 5 billion dollars at least.

""""

This technical article initially was written to illustrate the project idea. A much more detailed technical article will be prepared in the times ahead.

""""