**Overview**

Front End: Token on Solana

Back End: NFT Marketplace for High Priced Fashion Products

Name Ideas: Defy (Rebel + Defi); Bujey

**Vision**: in 5 years, you can instantly track the fashion purchases of your favorite influencers

**Macro**

Getting more women involved in crypto (best industry: Fashion)

Web 2.5 – bridging “fantasy” crypto world with real world

Bringing trillion dollar tech company to Europe (Paris/Milan still the fashion capitals)

Open Source Fashion industry

o Can track sales by designers, collections, products

o Can feature new designers/collections

o Can fund factories to make it easier for designers to build brands

**The Idea**

Digital Walk In Closet – every item you purchase will be minted via NFT

o Can track purchases of celebrities/influencers or show off your own closet

o Can feature trending collections

Potentially launch meme coins attached to brands/collections

Resale market with proof of ownership

o Example: Famous athlete sells worn jersey for charity

o Used luxury goods resold (with proof of ownership via NFT)

Presale – designers can presell items via NFT; allow for customization (sizes)

Can accept fiat payments and convert to crypto -> we will have a payment guarantee for

those who are scared of blockchain

The app is not fully decentralized. This is web 2.5.

o Designers will be vetted.

o Payment and delivery of product will be guaranteed.

Users will be rewarded with airdrops, fashion shows, etc. Top buyers could potentially become more influential than actresses

**The Initial Plan**

Recruit 10-50 designers who already have a small to medium following/brand

There will be pre-mint and post-mint products. Pre-mint means the NFT is not minted yet, but you can see the product for sale. This will help populate the app with an offering. All these products already exist, the designer doesn’t have to change any business operations (other than accepting payment via blockchain)

The post-mint products mean you can track the ownership via wallets.

Launch coin and staking to incentivize early participants

**Extended Idea**

The Walk In Closet, on the blockchain. Track the sale and ownership of every new item.

Influencers can show off their buying habits (without showing off), designers can get recognized quickly for selling products in demand, and big companies can’t get away from stealing designs of unknown artists (turns out, this is very common).

The blockchain is an open source system. This means, we know every transaction that occurs.

And we know how many tokens every wallet owns. But, we do not necessarily know *who* owns these wallets. In some cases, investors make it public. In other cases, we discover who is behind the trades. And for many cases, we have no idea. This is fine when it comes to money.

However, in fashion, it’s a little bit different. Fashion is much more of a status game. Women want to show off that fancy dress.

We watch tours of Celebrity Walk in Closets, we do not watch the accounting of a bank account (but we need a big bank account to fund the closet).

Imagine, in 5 years, you are on an app where you can track the purchases of your favorite new singer. Let’s call her Shakiba. You follow (at least one) of Shakiba’s wallets. You get a

notification that she just bought a jacket from a young designer in Tokyo, named Bikashi. Damn, it looks nice! You just collected a big paycheck from your YouTube videos and you want to treat yourself. And because you are trendy, you now want to buy that Bikashi jacket. You don’t need to see it on Shakiba’s Instagram. You already know she just bought it. So you are going to snatch it before the rest of the world finds out. And you are girlfriends will be super jealous.

Here's another scenario. An up and coming designer has a new collection. But he is not sure how many pieces to create. So he lists his product on the app, as a pre-order. Maybe even offers a discount. Buyers mint the NFTs, and supply their sizes. To his surprise, short people really like his style. So he gets 10 orders for Smalls and only 1 for Large. That’s great. He can collect the same amount of money and use less material!

Moving on to Sports. You really like the new rookie on the LA Lakers. You think he could be the next Kobe. You want his jersey. But not a jersey from the store; you want a jersey that he woreduring a game. Hopefully it’s not too sweaty, but hey, you can frame it with some thick glass to keep the smell away. Maybe this rookie needs a bit of extra cash (probably not), or maybe he can list his jersey’s for sale, and use the proceeds to donate to a charity or any other cause.

Well, via tokenization we can guarantee it’s validity. In the future, it could be resold. But more importantly, we create the mechanism for this deal to happen smoothly. Listing a jersey on Ebay is so 1999. It’s not cool. Receiving direct payment is even less cool. We need an app that tracks this.

**International**. You are a young brand in Medellin, Colombia. You have a cool new product where you make fancy purses using acai seeds. It looks like a product every girl that goes to Coachella could buy and use, but they just don’t know about you. You can’t really afford to pay top influencers to promote it. And you have no physical presence in big markets. But the majority of your sales actually come internationally. There are retailers that have discovered your products, bought them in bulk, and sell them in their local markets. This is good, but you don’t want to be a wholesaler. If you make sales via our app, we catch your trend, and promote it to the right audience. Maybe we have a demographic that loves beaded purses. And they see your acai seed purses, and go crazy over it. Now you are building a loyal customer base. Our goal is to help make it easier for a good product to be marketed to the right audience. We track sales, not Instagram likes.

**Phase 1**

1. **Profile**

This should show a login user’s profile,

Username, email, password, Role, Solana wallet and profile setting

- Add remove button to the solana wallet

- Add section for adding new solana wallet address

- Add section for shipping address of the user

1. **Studio**

- Collections

Designers can add collections to save in db. It includes Collection name, Collection address( minted address), Image URL, Json URL

It also shows user’s collections. A collection card contains “Add Product” button which rediect user to create a product

- Upload

In this page, a user can create a Json file to upload or select a json file to upload. It returns the uploaded json url. This url is used for minting Products or collections

- Mint NFT

This is where a designer mint an NFT. Fields are name, symbol, Group address and Json URI. It should be renamed as Mint Product

- Mint Collection

Similar to Mint Product but don’t have Group address here

We will get mint address of collection by minting a new collection and use this address to create a new collection in the database

- Move MyNFT to the individual section

Add filter to show listed NFT

1. **NFTs**

This should includes two submenus, My NFTs and listed NFT

On My NFTs, user can see all NFTs in his wallet.

Users can go to NFT detail page by clicking the NFT cards.

In NFT detail page, a designer can list his NFT on marketplace with user-determined price in USDC or Sol

On Listed NFTs, user can sell NFTs on sale but the owner is a user itself.

Designers can unlist their NFTs from the marketplace.

1. **Discover**

This will include 4 sub menus in dropdown

- Collections

Remove Trending Collections

Add All connections

Filter connections by designers

- Categories

Create Categories tab in dropdown. It should show all categories(e.g. Dresses, Jackets, Shirts, Swimsuits…)

This is offchain feature and be stored in the database.

There will be a Create Category button

Fields are category name, Image

When you click a specific category it should move to new url to show products in categories. In this page, it includes all the products in the category in a card style.

This should include filter option by designers, min and max price, for sale or not

If a user clicks a product card it should redirect to a product detail page

- Products

This page show all products includeing minted products and not minted yet

Filters by Category, Designer, Color, Size, Min Pirce, Max Price , NFTs for sale

When use clicks a card, it should redirects to the product detail page

Product detail page  
It shows product details, name, price, collection, designer, number of NFTs for sale

If this Product is minted as NFT, there should be a button for buy, unless a button “Request”

- Designers

It should display all designer profiles and their collections. It should redirect to collection detail page

1. **Closet**

If a user input the wallet address, it should display the NFTs in the address

1. **Marketplace**

There are NFTs for sale. A use can move to NFT detail page by clicking a card here and buy an NFT in the detail page.

In this page, filters should be added - Designer, Min Price and Max price