Pragmatik ™

IN	THIS	LIFETIME
WITH	AUGMENTED	REALITY
AN	ON-CHAIN	OWNERSHIP
FOREVER.		

INTERNET COMPUTER

Pragmatik is a digital fashion startup which bridges the physical and digital experiences through Augmented Reality.

It enables the customer to view multiple AR experiences with 1 clothing piece. Enabling sustainability & Immersion.

Our goal is to bring sustainable fashion onto the world, powered by the: ∞ INTERNET COMPUTER

Pragmatik ™ ∞ INTERNET COMPUTER

Problem

No true connection between the
physical / digital.

AR Implementation tends to be limited
to simple integrations
(No creativity)

No whitelabel solution for project to
utilize high-quality merchandise
connected with NFT Technology.

Solution

True connection between the physical and digital through
NFTs and Augmented Reality Technology.

AR Integration through Snapchat Lens Studio API,
enabling Lidar based AR experiences.

Implementation of whitelabel solution powered by
pragmatik for each native web3 brand (Specifically
targeting ICP ecosystem at first)

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It enables users to **purchase / receive** a T-Shirt
Connected with multiple AR Activations.

Users are able to scan the QR Code and Experience
the Augmented Reality through Snapchat Lens Studio.

1 Genesis Tee → Multiple Augmented Reality Filters.

Pragmatik™   INTERNET COMPUTER

Furthermore as a solutions we enable numerous other brands, projects and corporations to collaborate with the Pragmatik Brand, either through white label technology or as a partnership model.

RTFKT

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Users will be able to view all their NFT's on a custom made PWA (Progressive Web App) which will utilize in the backend Snapchat's ML Technology.

Snapchat's API will enable us numerous models of activations on the physical garments ranging from target tracking, depth-scanning and others.
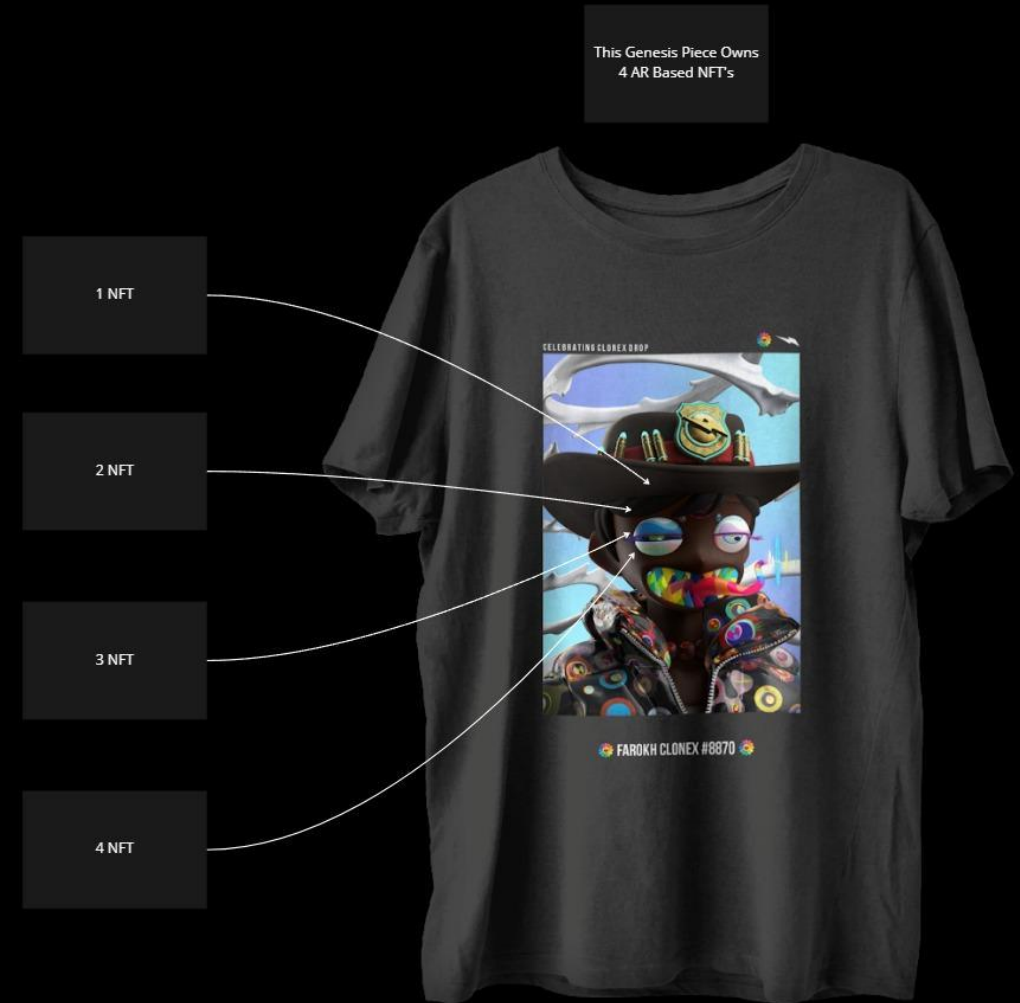
View the video to learn more:
→

Lens Studio

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Each physical T-Shirt is tied with multiple Augmented
Reality Experiences which can be purchased as NFTs.

Those Augmented Reality Experiences will be NFT's on
their own and users will be able to trade them on the
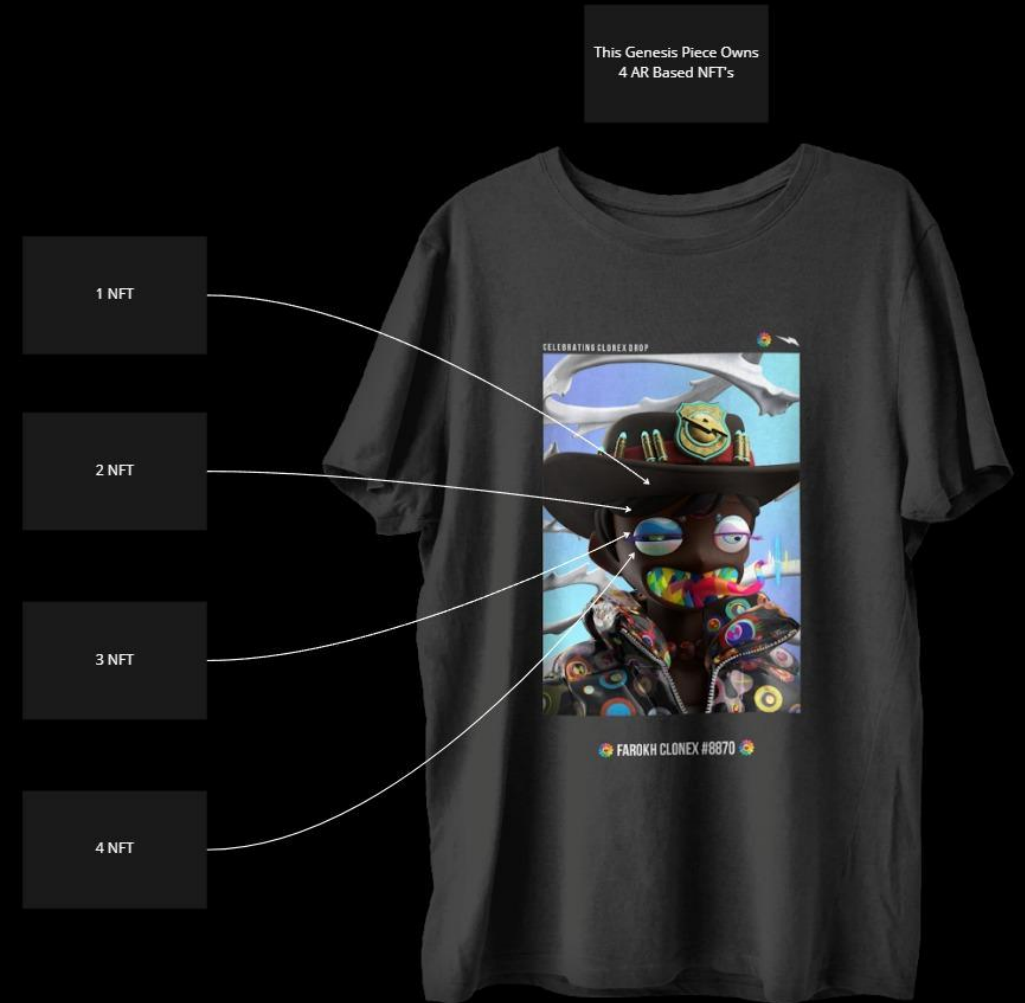open marketplace. (Yumi, Enterpot)

Users will be able to mint new collaborations, experiences
on their T-Shirts & Other Garments in the future.

Creating a immersive canvas of fashion industry.

This Genesis Piece Owns
4 AR Based NFT's

1 NFT

2 NFT

3 NFT

4 NFT

CELEBRATING CLONEX DROP

🌀 FAROKH CLONEX #8870 🌀

miro

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- B2B: Creating a sustainable digital fashion powerhouse for artists, brands and dApps within the ICP ecosystem

- B2C: Creating a next generation fashion brand powered by the ICP and partnering with leading traditional brands in the space. If successful this can lead to:

  - Thousands of users being onboarded.
  - Thousands of new wallets being created.
  - Multiple other aspects.

This Genesis Piece Owns
4 AR Based NFT's

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4 NFT

CELEBRATING CLONEX DROP

FAROKH CLONEX #8870

miro

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The global luxury fashion market, with a value estimated at around $133 billion (as reported by Statista), presents a substantial opportunity.

When considering our direct competitors, such as RTFKT, Tribute Brand, Doodles, and 9dcc, it's important to recognize the potential for collaboration. Given the unique aspects of our project, these competitors could also become valuable partners."

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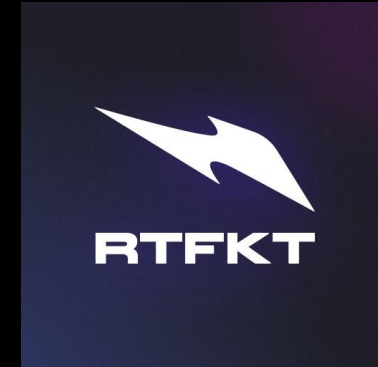
- HIGH - END COLLABORATIONS AND PARTNERSHIPS

- GENESIS TEE (IN COLLABORATION WITH THE CC0 PROJECT)

- CONFERENCES / EVENTS / FAIRS & OTHERS.

- POSSIBILITY OF PROOF OF OWNERSHIP DETECTION SOFTWARE.

- INCORPORATION OF PHYSICALLY BACKED TOKEN (PBT) WITHIN THE TEE'S.

FFF

AR CLOTHING
PRESENTATION
AT MFW

FFFACE.ME X
FINCH

Example of FFFace.me x Finch Activation

Click here to view the video video if not loaded

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Thank You