

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
 - Can track sales by designers, collections, products
 - Can feature new designers/collections
 - 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
 - Can track purchases of celebrities/influencers or show off your own closet
 - Can feature trending collections
- Potentially launch meme coins attached to brands/collections
- Resale market with proof of ownership
 - Example: Famous athlete sells worn jersey for charity
 - 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.
 - Designers will be vetted.
 - 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 *wore* during 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.

Europe

The continent that has most influenced the world has been in relative decline for some time now. Optimism for growth (or conquest of any kind) is non-existent. The most popular figures are fighting climate change, accepting uneducated migrants, or begging for money to fight off Russia. There is no leadership in Europe; at least not of the good kind. Nothing to get excited about for the future. No purpose. Just get your masters degree and enjoy the food. Maybe this is not so bad actually, but there are some people who desire more.

15 years ago, the Euro zone and US consumer markets were about the same economic size. Today, the US is almost double that of Europe. The primary driver of this has been technology. All major tech (which has influenced the world), has originated in the US. All trillion dollar companies are American. All the profits that they generate, flow back to America. If you live in Greece and put out a facebook ad, that money you spend goes to Silicon Valley, not to your local newspaper. So America found an incredible way to conquer the world through technology, without having to leave its own borders. Conquer without conquest; the best kind.

Europe has intelligent engineers. In fact, Germany was known for being an engineering powerhouse. So why hasn't the continent been able to product any trillion dollar tech companies? I'll let you marinate on that question, while I present to you an idea that I think can provide a solution to the problem.

To figure out what needs to be done next, you have to look at what exists now. The answer is staring you in the face. For example, 20 years ago (before the recent tech boom), who were the richest people in America? Well, some names were Bill Gates (software), Larry Ellison (software) and the Walton family (retail). 20 years later, and the richest people are in the same categories. Zuckerberg, Bezos, Musk. All in software/retail. So who is the richest man in Europe?

Bernard Arnault. The LVMH conglomerate. Fashion. It's the one thing that Europe still has a stronghold on. There are worthy competitors in Japan and the US; but France and Italy still dominate the world fashion industry.

France, Italy, and Spain, remain the top 3 most visited countries in the world. This is where the most desirable culture remains. Some may argue its degrading, but it is still easily the top. Every girl wants to go to Paris. Every girl wants to eat pasta in Italy. And party in Spain. So if you want to build a trillion dollar company in Europe, **you must focus on what is already working**. The Silicon Valley of Europe is the fashion industry. However, to scale it, we have to apply technology, and we have to apply an open-source perspective, something that the old industry would *not* welcome.

Open Source

In the 21st. century, the most valuable businesses/technologies have something in common: they are open source. They give access to a market or to information. They also make making money easier. Apple created personal computing for the individual. Google gave access to information. Facebook (and Google) made it possible to put out ads for your business for \$5.

In Business, there are many ideas, but very few *good* ideas. But the good thing about good ideas, is that they are actually very obvious. When Uber started, you didn't have to convince anyone that it makes sense to just press a button on an app and have a cheap ride arrive (which you could also track on the map); it was obvious. When Airbnb started, it didn't take a genius to figure out that you have an empty room in your house, which you could use to generate some cash flow.

And so, the primary idea here is to “open source” the Fashion Industry. If Bitcoin can do it with money (historically the most guarded industry), we can do it with fancy dresses.