

# Pinkcollar

The social platform  
for fashion creators

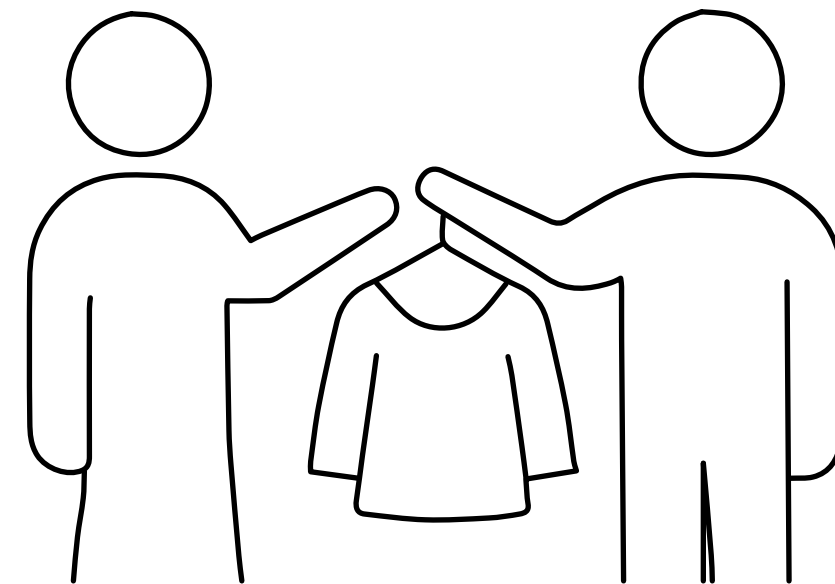
Connecting the threads  
of collaboration.

# The Core Idea

Pinkcollar is a new kind of social platform where creativity meets collaboration.

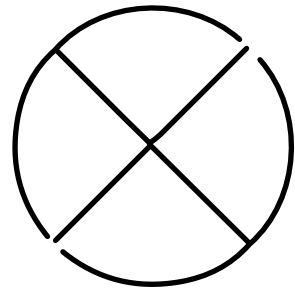
Built for the full spectrum of fashion professionals - designers, sewers, stylists, photographers, brand owners, and more - it brings the creative process to the forefront. Every post tells a story, and every contributor is a part of it.

“Fashion is collaborative.  
Pinkcollar gives credit where it's due.”



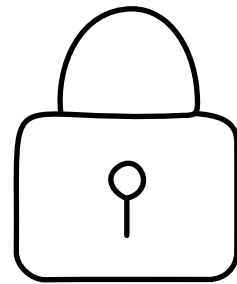
# The Problem

No Credit



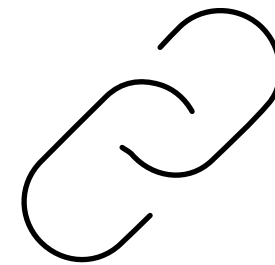
Creative contributors are uncredited

Centralized Platforms



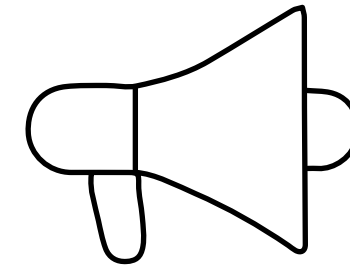
Platforms own the content

Fregmented Tools



Tools for fashion creators are scattered and siloed

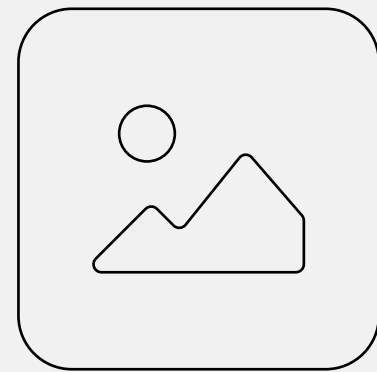
Creator Exploitation



Social algorithms reward virality, not collaboration

# The Problem

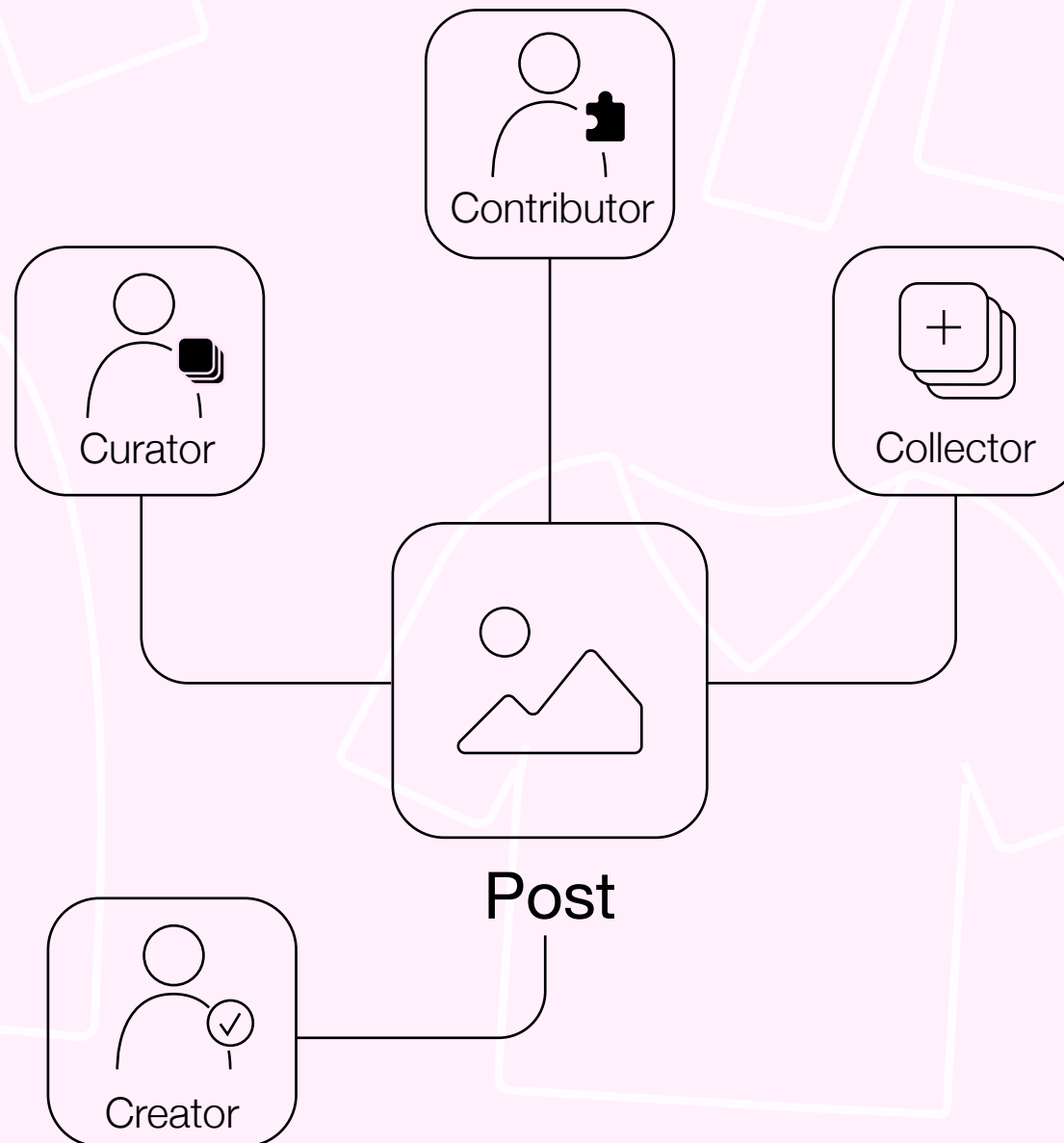
One-sided content model,  
no recognition



Post

# The Solution

Pinkcollar gives each post  
a network of credited roles:



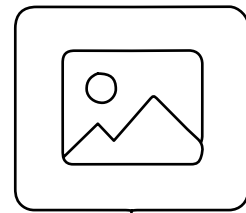
## Yuki's Story Sewer

*"I worked on a dress as a sample sewer. for the first time, I was credited publicly.  
The post was collected over 200 times.  
Now, three brands have reached out for work"*

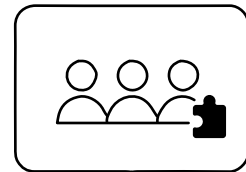
## Camilla's Story photographer

*"I was credited on a post from a test shoot. A stylist collected the look into her inspiration board. A fashion magazine reached out to feature my work in a story about new visual voices."*

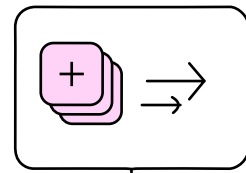
# How It Works?



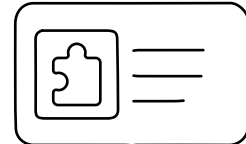
**Post creation**  
Image + caption + tags



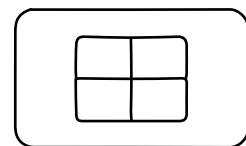
**Add contributors**



**Collect**  
NFT + \$ flow



**Contributions list grows**



**Curated posts appear  
in user's profile**



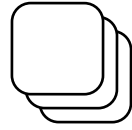

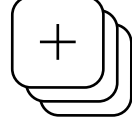

## What happens when someone collects a post?

**\$1 Collect =**

- 50¢ to Creator
- 20¢ shared among Contributors
- 10¢ shared among Curators (optional)
- 10¢ to the App
- 10¢ optionally shared with Fans  
(via rewards system)

Collecting isn't just support —  
it's participation in a creative  
ecosystem.

# App Objects

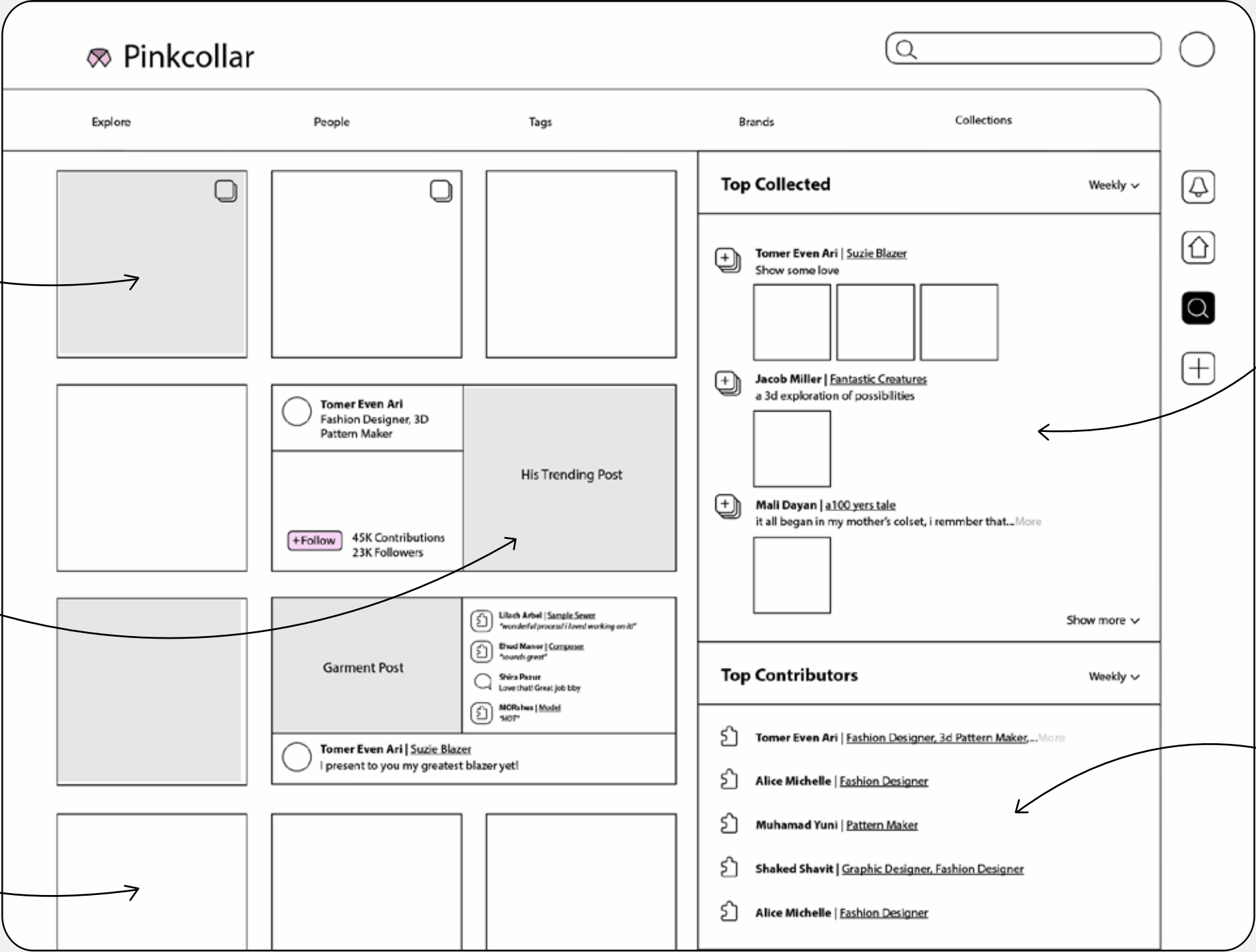
	Post	A garment, a fashion collection, or process story
	Contributor / Contribution	Credited role (e.g. sewer, photographer) Has special auths and earnings from a post
	Collection	A curated set of posts (created or collected)
	Profile	Shows creations, collections, contributions, followers
	Collect	1\$ action that creates an NFT, Credits contributors, and curates the post into your POV (collection)
	Fan	A supporter who collects posts to curate a personal vision, and optionally earns rewards.

# Explore Page

Curated collection posts, via Collect = creative POVs

Follow suggestions based on profession and intrests




Trending posts + personalized recs



Most collected posts ranking

Most active contributor ranking

# Why It's Different

Feature		Linked 	 Pinkcollar
Collaboration	✓	✗	✓ Collaborative
Monetization	✗	✗	✓ Integrated
Credit System	✗	✗	✓ Built-in
Curation	✗	✗	✓ Creative POV



# Powered by Web3

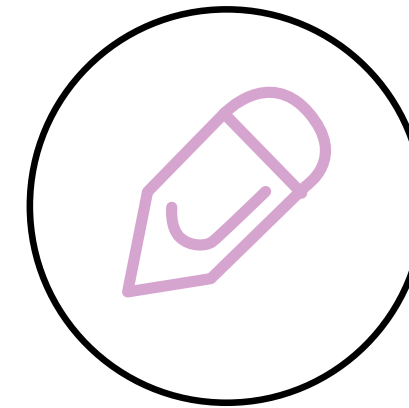
Built on Lens Protocol —  
fully composable and future-proof.



**NFT on collect**  
Every collected post  
becomes a digital  
object



**Ownership stays  
with creators**  
you keep your  
content



**Permanent  
contributor  
record**  
Credit can't  
be erased



# We're not building a social app. We're building fashion's new creative economy.

Pinkcollar reimagines how fashion is made, shared, and credited. It's a platform where collaboration is not just visible — it's the foundation. From first sketch to final post, every contributor is acknowledged, and every creation becomes part of a larger creative network.



QR

Demo App

Join the future  
of fashion  
collaboration

Request Early Access

Pinkcollar.io