



Fashion industry enters totally new era by revolutionary
change led by blockchain



CONTENTS

1. NFT fever in the international fashion world

2. Why is BlockF [BlockF] needed in this era?

3. BlockF [BlockF] Blockchain Technology Implementation Plan

4. BlockF [BlockF] Economic ecosystem members and their roles

4-1 Fashion designer

4-2 Fashion Product NFT Commercialization Service Provider

4-3 Fashion product resale transaction individual

4-4 Fashion Products NFT Platform Service Provider

5. BlockF [BlockF] Short-term awareness improvement plan

6. BlockF [BlockF] Wallet

7. Coin allocation and use plan (Budget allocations)

8. RoadMap

9. Disclaimer clause



1. The Combination of the International Fashion Market and the NFT

The meeting between blockchain and fashion is transforming the fashion industry in innovative ways.

Blockchain has characteristics such as decentralization, transparency, reliability, and stability, so these characteristics are applied to the fashion industry to solve various problems and create new opportunities.

Blockchain plays a major role in improving supply chain management of products. By recording transactions between all relevant entities, including manufacturers, distributors, and retailers, on the blockchain, you can reliably track the source and activation. This allows consumers to transparently check information about the country of origin, production process, ingredients, etc. of the product, thereby increasing the reliability of the transaction.

In addition, by introducing an authentication system using blockchain, counterfeit fashion products can be prevented and the brand's reputation and value can be protected.

Blockchain can also help protect intellectual property rights and reward creators in the fashion industry.

In the case of digital content, ownership and copyright of the work can be secured through the blockchain, and illegal copying or theft can be prevented. In addition, smart contracts can be used to automatically execute conditions for the sale or reuse of works and provide fair compensation to creators.

In addition, blockchain can promote direct interaction between consumers and fashion brands. A platform using blockchain allows consumers to establish a system that enables them to form a direct connection with the brand, share their opinions on the product, and receive product rewards.

1. The Combination of the International Fashion Market and the NFT

This allows consumers to gain more personalized products, and brands can gain additional sales through NFT products and loyal customers in the online market in addition to selling their physical clothing products, and is a great opportunity to let the market know that their products are high-tech and futuristic fashion brands,



2. Why is BlockF needed in this era?

"Louis Vuitton and Dapper Labs Unveil Luxury Brand's First NFT Collection" (Source: CoinDesk, 2011) This article deals with a case in which fashion brand Louis Vuitton announced a blockchain-based NFT collection. The collection is built on Dapper Labs' Flow blockchain and is sold by converting Louis Vuitton's iconic products and designs into digital art.

"Gucci Debuts First NFT-Based Sneakers in Roblox" (Source: Business of Fashion, 2021) This article discusses the introduction of the first NFT-based sneakers in Roblox games by Italian fashion brand Gucci using blockchain technology and NFT.

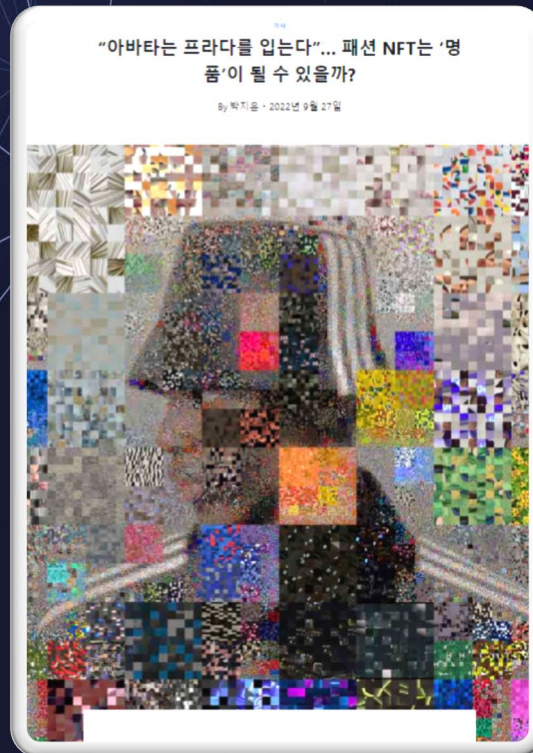
These sneakers can be worn or owned virtually in-game, and users can experience Gucci's digital collection.

"Stella McCartney Collaborates with Eco-Friendly NFT Platform" (Source: Vogue Business, 2022) This article discusses Stella McCartney's collaboration with eco-friendly NFT platforms to publish sustainable fashion items as NFTs. Through this, Stella McCartney emphasizes the production process and eco-friendly value of the product and wants to provide more transparency to consumers.

These examples show that fashion brands are interested in actively introducing blockchain and NFT technologies to enhance the value of their products and strengthen their interactions with consumers.

Fashion NFTs present new possibilities for the fashion industry in terms of digital content, virtual ownership, and brand awareness.

2. Why is BlockF needed in this era?



As the world knows, NFT is now a blockchain-based revolutionary business field that is rapidly increasing in the real economy, beyond the concept of simple novel blockchain technology.

Now, we're going beyond the trade of ordinary artwork to expand that range to the various products that are traded in our real lives.

As you can see in the article and precedent above, the commercialization of NFTs and the expansion of the market in the fashion sector, one of the areas that people are most interested in, are growing every year.

It was established to solve chronic problems in the existing fashion industry, create a completely new blockchain-based online market, provide new revenue sources to existing fashion service members, and provide a new business model to the existing fashion resale market.

3. BlockF Blockchain Technology Implementation Plan

1. Prevention of Fabrication in Clothing NFTs

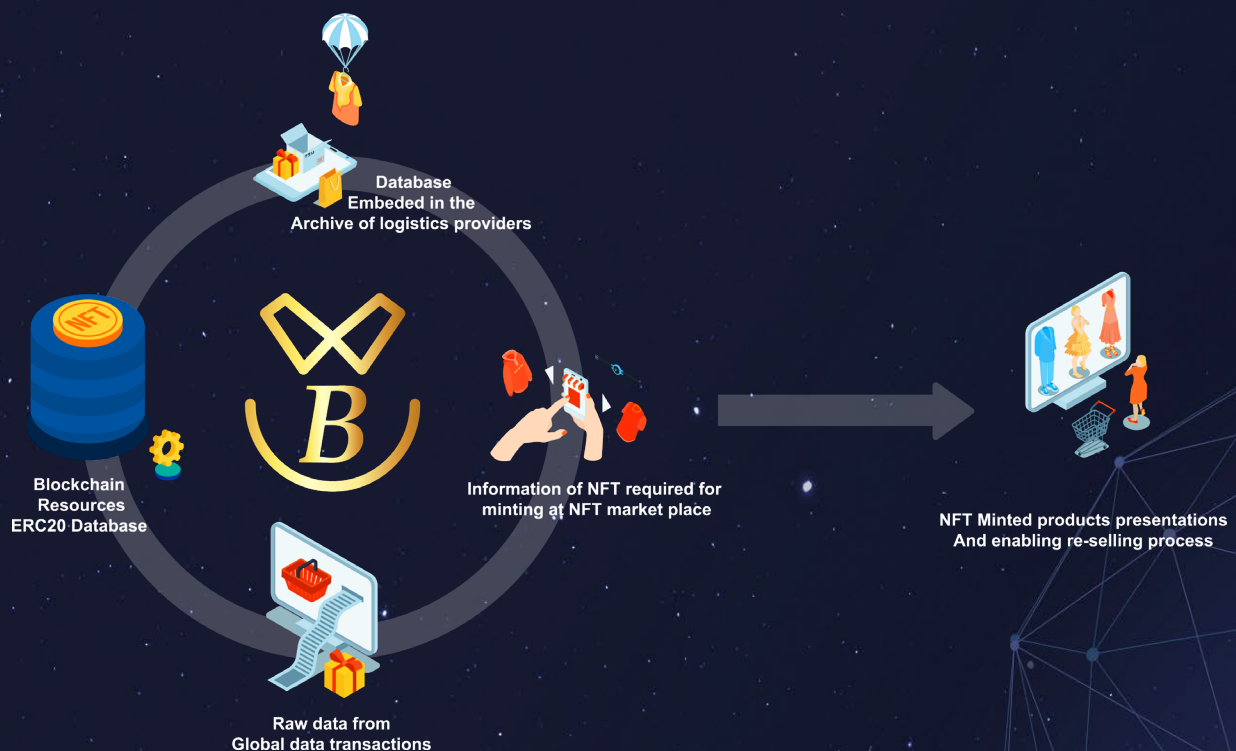
Blockchain's double issuance prevention technology prevents the distribution of fake products so that the copyright of creators is not violated.

2. Accurate payment of the transaction price of the work and indefinite resale fee for the work

NFT sales will be paid accurately so that creators can get maximum motivation, and an indefinite repurchase fee will be deposited at a rate set by the artist between 5-50% each time the work is created is resold.

3. Support for international transactions of works

The trading platform will be designed in accordance with international blockchain standards so that the transaction of works can be activated and the profits of creators and resellers can be maximized through the activation of resale. The trading platform will be designed to meet international blockchain standards so that the profits of creators and resellers can be maximized through activation..



4. BlockF [BlockF] Economic ecosystem members and their roles

4-1 Fashion designer

This is the most anticipated member of the economy ecosystem.

Launching products in the existing real market has a high risk in the event of a product failure, and although there are many restrictions on promoting and promoting their products, we are highly anticipated to enter the market through NFTs without time and space.

The launch of experimental and unconventional clothing NFT works can also create additional revenue and global recognition, and many designers are already very interested in launching their products as NFTs.

4-2 Fashion Product NFT Commercialization Service Provider

Companies or individuals that provide specialized services to commercialize clothing products from designers and clothing manufacturers to meet the intentions and needs of the original authors. Innovative NFT production of fashion products will revitalize the market and create additional NFT production revenue sources.

4-3 Fashion product resale transaction individual

It targets millions of users around the world who are already familiar with reselling fashion products through luxury investment techniques such as existing sneakers and luxury bags.

As experienced users who have already participated in the resale market and made profits, most of them are MZ generation who know the profitable charm of this market and have little resistance to NFT products, so active participation and trading are expected after the product is released.

4-4 Fashion Products NFT Platform Service Provider

No matter how good the product is, if there is no platform to trade, the market itself cannot participate.

These are service providers in the marketplace that provide an easy place for anyone to mint and trade their fashion NFT products through existing ERC20 and ERC721 technologies.

We are very interested in actively commercializing and trading new NFT products in innovative markets..





5. BlockF [BlockF] Plans to Improve Short-Term Awareness

Fashion products' recognition is the most important component. The recognition and sales tend to be determined by how well-known and beloved the designer and his works are.

Just as raising awareness of works, raising awareness of fashion NFT projects in a short period of time will play an important role in rapid market entry and business settlement.

As a result, Block F Coin's buyers will be given more coins according to the number of purchases to make them loyal customers in the short term, and will voluntarily play a role in promoting the platform and projects through word of mouth.

BlockF User Short-Term Expansion Plan	
Purchasded Qty	Incentive Rate
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%

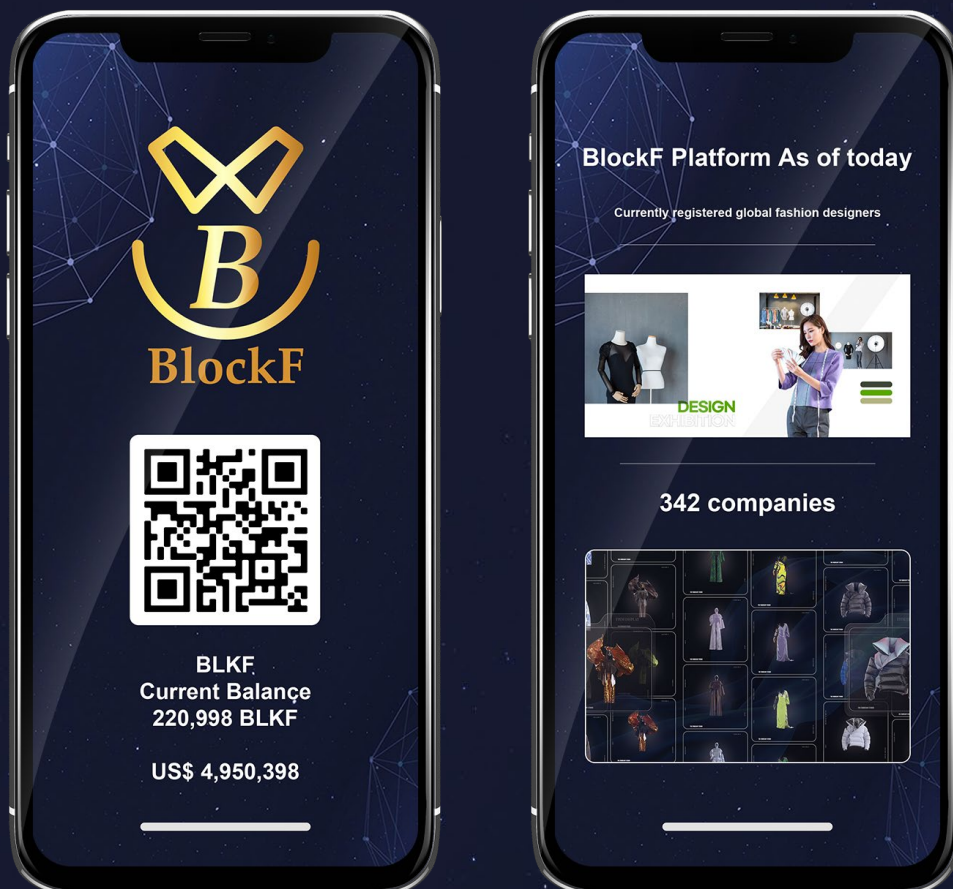


6. BlockF Wallet

It will serve as the front of the platform that shows the current status of the fashion industry being traded as an NFT and the expansion status including the number of participating companies and designers.

In addition, as an application that provides the storage, transfer, and trading functions of the most important coins, it is being produced with the aim of providing a solution that allows users to make transactions on BlockF transparently and safely.

By introducing ERC20 technology, it will be the foundation for safe storage of coins, unrestricted transmission of time and space, and secure transactions.

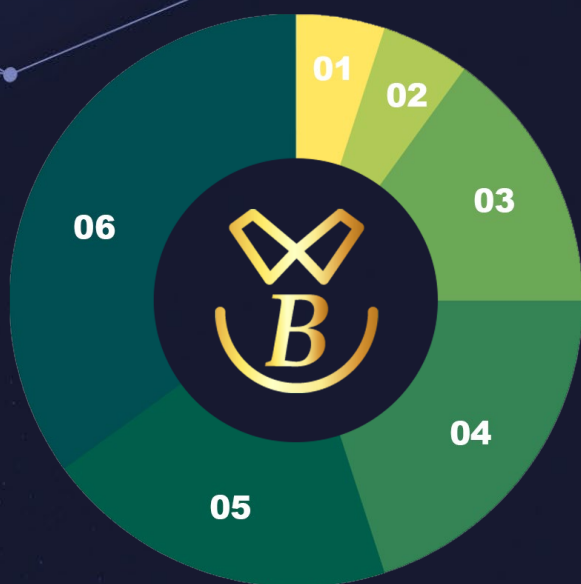




7. Budget allocations

As it is NFT commercialization of fashion products, participation in international online offline events and marketing will be the key to the business.

In order to motivate team members properly, we plan to provide incentives, prepare reserves for all possible emergencies, budget the business through token sales, and prepare a budget for participation in global marketing and online and offline product exhibitions.



Coin Name : BlockF

Ticker: BLKF

protocol: ERC20

Total supply: 300,000,000

total supply		300,000,000
Team and Advisor	5%	15,000,000
Foundation reserve	5%	15,000,000
Token Sale	15%	45,000,000
Global Marketing	20%	60,000,000
Budget for participation of global fashion NFT fare	20%	60,000,000
Budget for market expansion incentives	35%	105,000,000
total supply	100%	300,000,000



8. Roadmap

2022

Q4 BlockF [BlockF] Launched

2023

Q1 Block F Coin Application Technology

Confirmed

Q2 Block F wallet production to promote and
provide convenience

Q3 First listing on international exchange and
its exposure on international leading
NFT Platforms

Q4 Fashion NFT product diversification and
expansion

2024

Q1 Listing on the Second International
Exchange

Q2 Participated in the International
NFT Fashion Exhibition

Q3 Expands Global NFT Exchanges

Q4 Block F Platform 1st Advancement



9. Exemption clauses

1. This white paper is designed to guide BlockF's business, and its schedule and detailed plan may change due to changes in market conditions, and this is not notified in advance.
2. The version of this white paper is based on the version indicated at the bottom of the document and reflects only the business direction and progress of this white paper, so it may be changed without notice even after production is completed and distributed.
3. This white paper is not prepared for the purpose of raising funds or receiving investment, and no one can raise funds or attract investment based on this white paper, and the act of sending this white paper does not imply an investment proposal.
4. This white paper is not intended to propose an investment or recruit investors, and should not be interpreted as an investment proposal or an act of recruiting investors under any geographical or environmental circumstances.
5. BlockF The allocation of coins is contracted through a separate contract with this white paper, and the terms of the contract are as specified therein. If the contents of this white paper do not match or conflict with the contents of the contract, the contents of the contract shall be applied first.
6. The contents of this white paper prohibit the reproduction, modification, and distribution of all or part of the relevant business in countries or regions where it is illegal. In addition, if people in countries and regions who make this white paper illegal recognize and invest in this white paper, such investment is at their own risk and the BlockF Foundation has no legal responsibility for it. BlockF as defined in this White Paper shall not be construed in any case as a financial investment instrument, such as bonds, stocks, securities, options, derivatives, etc., and shall not be claimed in any case.
7. BlockF does not guarantee interest income or principal under any circumstances, and BlockF buyers should not interpret BlockF's purchase as an act to invest and generate profits, and no one should understand or recognize it as an object that can earn financial income such as investment income and interest.



9. Exemption clauses

8. BlockF is fully functional from the moment you send the token to your wallet.
9. This white paper does not guarantee the completeness of the project promoted by BlockF, and Contracting Parties wishing to use BlockF may use BlockF's services only to the extent specified in the white paper.
10. The content of this white paper is not responsible for any errors or delays in the delivery and development of the service, nor can anyone be held responsible for any delays in the schedule and related matters.
11. This white paper was prepared based on a plan for future plans and based on the realization of the plan. However, the implementation of the plan is not guaranteed, and the contents of this white paper do not guarantee the integrity of future developed services.
12. The contents of this white paper cannot be interpreted as legal, financial, accounting, tax advice, etc. In the process of purchasing and using BlockF, separate legal, financial, accounting, and tax situations may occur according to national and regional policies and laws. BlockF purchases and users may need additional advice, and BlockF is not responsible for these matters.
13. BlockF may delay the implementation of the business model or cause other tangible or intangible losses due to unintended reasons such as system attacks, natural disasters, and force majeure from third parties.
14. BlockF cannot be responsible for the buyer's risk due to the buyer's loss or leakage of the private key.
15. It is not free from all risks, including falling coin values and changes in the market environment, uncertainties, political risks, competition with competitors, which may disrupt the development of BlockF, or change service direction and business execution plans, which may not be notified in advance.



9. Exemption clauses

16. BlockF is a technology currently under development, so changes in technology that may occur during the development of technology may negatively affect BlockF .

17. BlockF does not delegate or transfer all decisions, including ecosystem operation policies and suspension, to others, and all business-related decisions are subject to the autonomy of BlockF Foundation and participants.