

PROPOSAL NAME: ApeCoin Handmade Bejewelled Purse

PROPOSAL CATEGORY: Brand Decision

#### ABSTRACT:

First of all thank you again on the support on AIP-215 for Official Apecoin Rugs masterfully handmade by our team. I'm sure many of you saw it in the bodega stand! The community loves the quality & we have been working hard & now the time has come to expand the line & enter world of fashion.

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image

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](<https://global.discourse-cdn.com/apecoin/original/2X/a/aa6939cb5672c6db7da8d27fc73858a249c08a51.jpeg>)

photo credit: Apevine

This AIP is about the Purse prototype we sent for display at Bodega, Apefest HK 2023

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Sourcd: Spicy Tina

I am excited that the response for Apecoin Handmade Bejewelled Purse at Apefest Hong Kong, has been amazing & we seek a grant of usage of apecoin logo to make a small batch / produce on order basis only.

The apecoin purse is a fashionable and sought-after accessory & will be MADE BY APES

On the very first day we received positive feedback about the quality of the purse & it even made a cut into final BAYC apefest video

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#### Product Overview:

Apecoin Handmade Bejewelled Purse:

Name: Apecoin Handmade Bejewelled Purse

Success at Apefest Hong Kong: Our purse garnered significant acclaim at Apefest Hong Kong, emerging as a fashion-forward accessory for the ladies.

In addition to showcasing the Apecoin Handmade Bejewelled Purse, we propose a collaborative effort with the Apecoin community to explore the intersection of fashion and blockchain. By integrating Apecoin's distinctive logo into this stylish accessory, we aim to create a unique and fashionable line that not only aligns with current trends but also reflects the identity of our dynamic community.

ABSTRACT: Embracing fashion in our products will not only engage and excite Apecoin enthusiasts but also position Apecoin as a trendsetter in the blockchain space.

#### BENEFIT TO APECOIN ECOSYSTEM:

Incorporating the Apecoin logo into fashionable accessories reinforces the brand's visibility and recognition among a broader audience. People ask about unique stuff & when someone says it's a Limited Edition Apecoin Rug. The information is shared about not just a purse but an entire brand & blockchain technology.

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#### KEY TERMS:

Grant usage of Apecoin Logo for manufacturing of a small batch or on order basis only. No cost to dao as no funding is being asked.

#### STEPS TO IMPLEMENT & TIMELINE:

Once the usage of apecoin logo is granted we will make a small batch of five pieces.

#### OVERALL COST:

No cost involved. Production, shipping will be handled by ourselves.