

Abstract

Like a limited-edition sneaker, the fixed number of Bitcoins – an estimated 21 million – only serves to further boost their soaring value. Bitcoins are “mined” by solving increasingly complex mathematical problems, which means that they are becoming more troublesome and expensive to produce as the supply dwindles. On this premise we have built a project that connects the two industries, namely fashion and the blockchain industry, which will achieve the project’s goals through development of the platform.

This project we call Solist Show , which represents the most basic consolidation of a dress and a code and the fundamental function of fashion, which has always been used to demonstrate that cultural codes are there to be used and abused. Fashion has always gone against the grain of mainstream culture, whose principal defining characteristic, according to Barthes, is a tendency to translate the reality of the world into an image of the world which in turn presents itself as if composed according to “the evident laws of the natural order” (Barthes, 1972).

We are creating a platform the builds on the reality of a limited edition fashion frenzy on the blockchain, which with a help of the latest technology, authenticates, certifies and traces; and in so doing enables the community to buy/sell, bid/ask for the most sought after objects of desire.

The main goals of the project are:

- To make products traceable
- Detect counterfeits and build users’ trust when purchasing pre-owned items
- Reduce the loss in value of pre-owned items
- Increase sales of certified blockchain wear
- Automatic transfer of ownership rights
- Expedite payments and add a user-friendly payment option
- And create the ultimate, shopping tool ready for implementation in existing online and offline stores

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1. Introduction and Vision

As at the time of writing this document, over 6,000 crypto-assets have been released and these numbers keep climbing daily because the blockchain network has numerous use cases and this has spanned across healthcare, supply chain management, logistics industry, financial services industry, gaming, trading and a lot more. The goal here is to adopt and implement the blockchain technology in another area of daily life, which is the online marketplace industry use case.

The whole world is shifting from its traditional way of doing things to the advanced and sophisticated ways which slowly is getting incorporated into the online marketplace industry. It is obvious that companies keeping up with today's fast-paced, all-singing and all-dancing tech innovations are the ones that will survive the continuously changing system in the emergent Fourth Industrial Revolution (FIR), led by the next Internet technologies like blockchain, other Distributed Ledger Technologies (DLTs), or others like crypto-asset technology, smart contracts, Artificial Intelligence (AI), Virtual Reality (VR), Internet of Things (IoT) and the rest of the disruptor gang.

According to a report from PwC, artificial intelligence, augmented reality, blockchain, drones, internet of things, robots, virtual reality and 3D printing are the eight emerging technologies that today's businesses need to familiarize themselves with. Of the eight, there is one technology that has many fashion insiders furrowing their brows in a vain attempt to understand it, and that technology is blockchain.

Faced with a generation of consumers who are both the most well-informed and fiscally precarious in modern history, luxury labels are searching for ways to remain relevant – and therefore profitable. Limited edition fashion fills that void. The multimillion dollar aftermarket for rare sneakers and apparel represents a shift in consumer desire, where a hoodie that costs \$148 retail can be worth 10 times as much on an online resale platform like Grailed or StockX. Naturally, the entire industry wants a piece of this action. This dynamic chimes with the rise of cryptocurrencies like Bitcoin and Ethereum – virtual money that relies on decentralized network technology to handle transactions. As investment in cryptocurrencies surged throughout 2017, their value skyrocketed, turning some early investors into millionaires literally overnight and fuelling a rapacious growth cycle that may or may not be a bubble waiting to burst. It became impossible to avoid discussion of cryptocurrency in the latter half of 2017, and in December Bitcoin futures began trading on the Chicago Mercantile Exchange, the world's largest futures exchange, which served to draw investment from the biggest financial institutions.

Both limited edition fashion and cryptocurrency seem to offer alternatives to established systems that have adapted poorly to cultural shifts. The fact that the old guards of finance and fashion are beginning to take note speaks to looming anxieties about an uncertain future.

Edward Bernays's theory of marketing reached its peak with social media and the severing of personal connections. Consumers are looking for ways to find their own style and appearance in a mass of advertising and generic products. Few people these days follow a single brand with unswerving loyalty. It's still important, however, in a universe of endless choices, to provide a point of view. But the challenge for retailers today is no longer about forecasting the next big trend. To really make an impact in the post-trend universe, retailers must get accustomed to generating audacious new ideas, taking dramatic risks – and doing so on a bold new scale.

Blockchain, best known as the technology behind digital currencies, is now set to disrupt the fashion industry with the potential to eliminate the haze of the two dimensions that are vital for fashion today. Firstly, a tool to reposition and re-contextualise commodities, by subverting their conventional uses and inventing new ones; or, as Althusser already back in the 1970s described the transfers between subcultures and their impact on trending styles, as creating the “false obviousness of everyday practice”. And secondly, to provide transparency in the supply chain journey, which is at the moment not something that is easily accessible for either consumers or businesses.

This is becoming of interest to the majority of new-age fashion and tech-savvy consumers that have already become successful in their 20s and 30s. We are interested in connecting, especially to those that have created their wealth through Blockchain.

There's no denying that the technology world is obsessed with fashion. Amazon, Apple and Google, three of the biggest names in tech, are all trying to carve their own niche in the fashion space. The line between these two industries is become increasingly blurred. Now more than ever, it feels like high-tech fashion is on the verge of being more than just a gimmick.

Technology's impact on the retail sector has been difficult to ignore. The shift from brick-and-mortar retail shopping to the world of e-commerce has forced traditional retailers to rethink business strategies and adapt to rapid changes in technology and consumer preferences. Yet, while great focus has been placed on the disruptive impact e-commerce and other technologies have had on traditional retailing, less focus has

been placed on the complementary role technology has played in streamlining processes, developing more efficient systems, and modernising operations within the fashion and retailing industry.

Blockchain can help retailers garner greater trust and brand loyalty throughout the product lifecycle, as it can tell consumers not only who made the object, but also identify the previous owners, how much it cost at the time of any particular transaction, and other details that ease and facilitate the decision-making process.

The majority of ICO projects in recent years have all stumbled at the same issue/question: Is our product even the right thing to be tokenized, and does blockchain bring any true value or benefit to the project?

In our case, no other path could possibly enable us to better achieve our goals. Our tokens will have not one but more actual functionalities that will serve to contribute to and improve the current situation in limited edition and pre-owned fashion shopping. Firstly, the token will serve as actual proof that the product the client buys is an original item. Once a Solist Show certificate is issued, one SLS token will be vested for every single item that gets certified. Secondly, the token transaction will push information on previous owners, origin, and current ownership status on to the Tron Blockchain. Thirdly, the token itself will have a value, and serve as a standard method of payment even outside our platform.

2. Market Research

2.1 Market Size

Some figures characterizing the market at the beginning of 2019:

\$ 2.8 trillion

the turnover of the fashion and beauty industry

28 %

of global e-commerce market is occupied by the fashion and beauty industry

\$ 408 billion

turnover of e-commerce in the fashion and beauty segment

\$ 634 billion

the forecast turnover of e-commerce in this segment by 2021

\$ 550 billion

global advertising spend in the fashion and beauty segment

45 %

the share of social commerce occupied by the fashion and beauty industry

\$ 50 billion

the value of SMM for models

\$ 30 billion

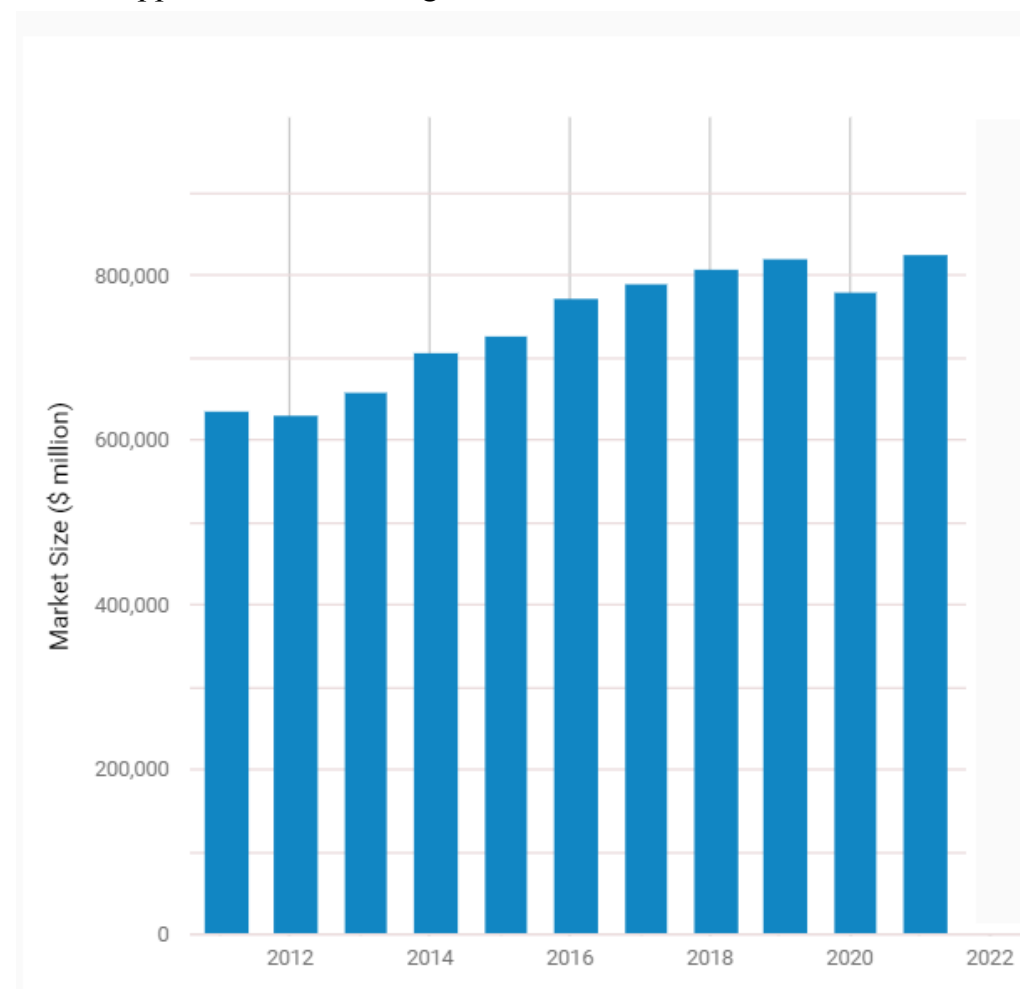
the global market for talent and fashion industry professional

\$825.7bn Global Apparel Manufacturing Market Size in 2021

5.8% Global Apparel Manufacturing Market Size Growth in 2021

1.3% Global Apparel Manufacturing Annualized Market Size Growth 2016–2021

Global Apparel Manufacturing - Market Size 2005–2027

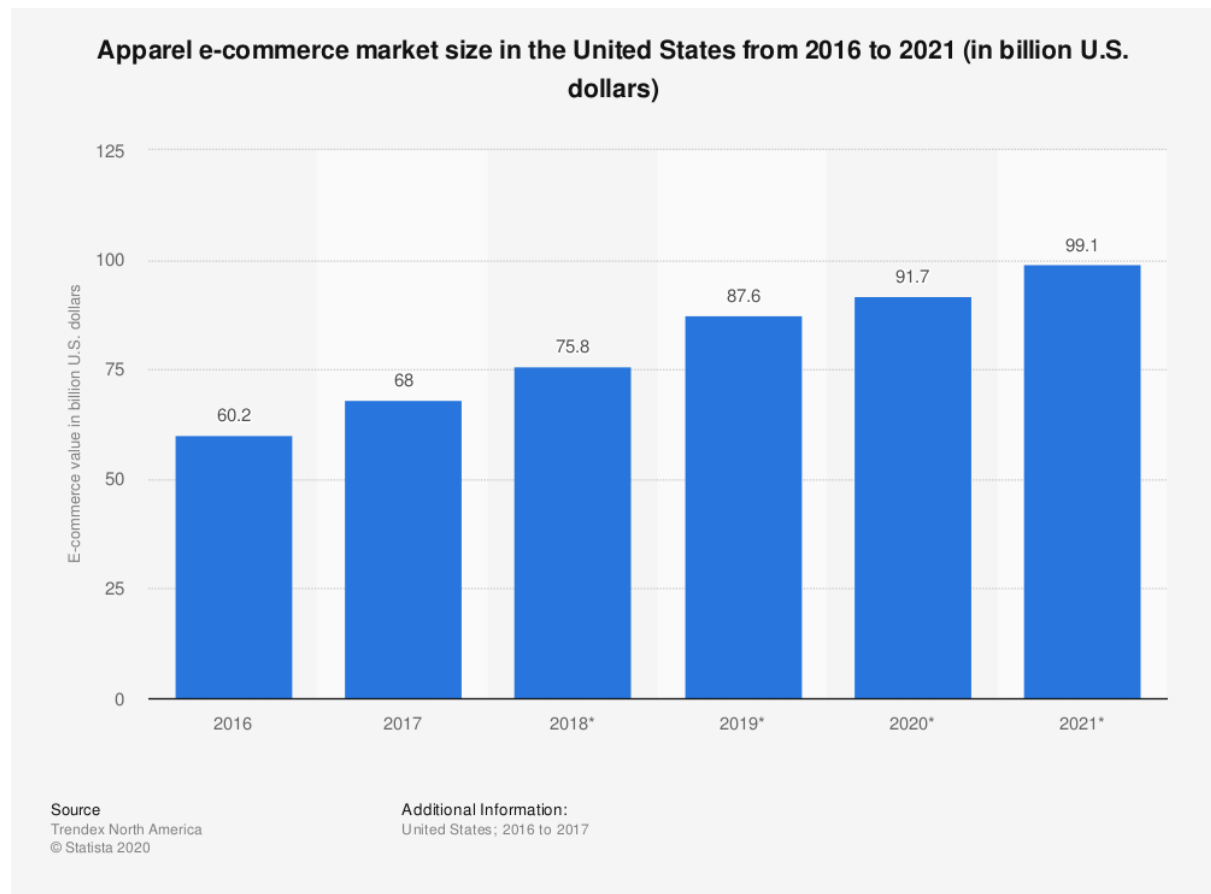


The global fast fashion market is expected to grow from \$25.09 billion in 2020 to \$30.58 billion in 2021 at a compound annual growth rate (CAGR) of 21.9%. The growth is mainly due to the companies resuming their operations and adapting to the new normal while recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach \$39.84 billion in 2025 at a CAGR of 7%.



The global fashion ecommerce industry was expected to decline from \$531.25 billion in 2019 to \$485.62 billion in 2020. The negative compound annual growth rate (CAGR) of -8.59% is largely due to the coronavirus pandemic. However, the market is set to recover and hit \$672.71 billion by 2023.

In the US alone, the ecommerce fashion industry accounted for 29.5% of fashion retail sales in 2020. The value of the US market is projected to take a sizable chunk out of global predictions, reaching \$100 billion by 2021.



2.2 Anywhere ecommerce

It goes without saying that social media has been a driving force in the fashion market.

Online shopping is skyrocketing, with six out of 10 shoppers saying the possibility to shop via mobile is an important factor in deciding which brands to purchase from. Fashion brands need to meet customers wherever they are, on their mobile devices—and not expect them to find their site by chance.

Unfortunately, most brands are plagued by a single sin. Andy Crestodina describes the situation perfectly: “Most branded content is advertising under a thin layer of information or entertainment. Scratch the paint, find an ad. It’s the brand putting itself first.”

Thankfully, fashion and social media are a match made in ecommerce heaven. Even when it comes to explicitly “branded” content, and especially on Instagram.

Social media engagement rates for global fashion brands via Statista

Instagram: 0.68%

Facebook: 0.03%

Twitter: 0.03%

Particularly powerful on this front is mixing product-centric content, mainstream influencer marketing, and micro-influencers in one marketing strategy. As a model (pun intended), Fashion Nova excels on all three fronts.

With almost 20 million followers on Instagram, partnerships with celebrity accounts like Sarcasm Only, Cardi B, and Kylie Jenner, plus an army of over 3,000 micro-influencers, Fashion Nova pairs social-media dominance with a unique approach to fast fashion. CEO Richard Saghian's claim that Fashion Nova is "the fastest-growing women's apparel company" is no exaggeration.

And yet, social media's real power comes from integrating multi-channel ecommerce to create anywhere commerce.

Long gone are the days of celebrities being only someone you'd see on TV. Today, anyone with a passion can become a celebrity in the social media niche—partly due to the rise of entertainment platforms like Instagram, LinkedIn, and Twitch.

Beyond simply sharing or advertising on social, multi-channel ecommerce integrates native selling off-site to build direct buying paths in the places your audience spends their time. Social media platforms are creating their own commerce features—like Shopping on Instagram, Facebook Shops, Buyable Pins, and more.

Just remember the words of Kevin Dao, co-founder and CEO/CCO at ORO LA: "In everything we do, we're helping the customer imagine. We want them to imagine being the man in every picture. To imagine us being their stylist. To imagine, 'That could be me wearing those clothes.' We're not so much curating content as curating imagination."

According to Fashion United (2018), the global fashion industry is valued at 3 (three) trillion (3,000 billion) USD and accounts for 2 percent of the world's Gross Domestic Product (GDP). The retail value of the luxury goods market alone is valued at 339.4 billion USD. The value of the menswear and womenswear fashion markets combined amounts to 1,023 billion USD. The sports footwear market alone is valued at 90.4 billion USD. From 2000 to 2014, the number of people employed in the textile and clothing industries more than doubled, from 26.5 million to 57.8 million.

As the outlook for 2018 (BOF and McKinsey, 2018) forecasts growth of the fashion industry across regions, market segments and product categories, the number of new companies (brands) and e-commerce platforms specialized in offering fashion products increases daily. Most of the new brands remain unknown and struggle to establish global distribution and sales channels. The industry's most valuable brands, such as LVHM, Nike, Inditex, and Dior are the (non-sleeping) giants of the industry. The industry shift from traditional brick-and-mortar to digital e-commerce platforms continue to offer huge possibilities for both existing and new players. The predominance of online platforms in fashion is predicted to be among the top three trends in 2018. The state of the industry is described in one word – “optimism” (BOF and McKinsey, 2018).

The McKinsey Global Fashion Index (MGFI) (BOF and McKinsey, 2018) projects global fashion industry sales to continue to recover and grow at 3.5–4.5 percent in 2018, especially in the Asia-Pacific (APAC), emerging European countries and Latin America. See the figure below.

McKinsey Global Fashion Index sales growth forecasts for 2018, total fashion and selected geographies and segments.

One trend negatively shaping the industry is the proliferation of counterfeits and pirated goods around the globe. The emergence and growth of e-commerce platforms is also one of the chief reasons for the constant growth of counterfeiting. According to Global Brand Counterfeiting Report (Research and Markets, 2018), the value of counterfeited goods amounted to 1.2 trillion USD in 2017 and is expected to reach 1.82 trillion USD by the year 2020. In 2017, losses suffered due to online counterfeiting globally amounted to 323 billion USD. Losses due to counterfeiting of high-end consumer goods are estimated to amount to 98 billion USD, which includes counterfeiting from offline as well as online channels. Losses incurred by luxury brands from the sale of counterfeit goods via the Internet amounted to 30.3 billion USD. Counterfeited goods include clothing, textiles, footwear, cosmetics, handbags, and watches.

Businesses spend a lot of money, time and resources protecting their brands and trademarks. However, even after all the measures taken, the counterfeit market is booming. As such, these crimes represent a serious economic challenge, along with

the social and environmental harm they do. As the problem of counterfeiting is longstanding and continues to grow in scope and magnitude, the wider public, government and business are concerned over the adverse impact of such illicit activities. Counterfeiting poses threats to the welfare of consumers, and disrupts the whole of society on various levels and compromises the reputation of businesses, especially prominent fashion brand names (Research and Markets, 2018). Companies spend considerable resources in an effort to ensure that the counterfeited products are detected and that the companies offering them are prosecuted.

As was already explained, the underlying blockchain technology driving cryptocurrencies such as Bitcoin is a decentralized and distributed digital record that allows records to be added but not altered or forged by anyone. A Statista report (Statista, 2018), entitled “Size of the Blockchain Technology Market Worldwide from 2016 to 2021”, predicts that the global blockchain technology market will reach 339.5 million USD and is forecast to grow to 2.3 billion USD by 2021. The most obvious application of this technology in the fashion industry relates to validating the authenticity of a fashion item, thus limiting counterfeiting and its negative consequences on society as a whole. Microchips utilising blockchain can tell a customer with complete certainty whether a fashion item is genuine or a knockoff, whether it was stolen, where it was made, and not least the product’s complete history. All this information could be accessible via a smartphone and could help prevent counterfeiting and pirating.

In light of the ever-present concern about SOLIST SHOWd pay-for-play, Google’s recent \$2.7 billion European Commission antitrust fine and the general lack of innovation around SKUs (a Stock Keeping Unit is a number assigned to a product by a retail store to identify the price, product options and manufacturer of the merchandise), an initial fashion product-tracking blockchain application could be revolutionary in a hugely democratizing way. It could be employed to create a decentralized marketplace data pool that would be used to feed many different types of new curation and interaction tools, whether online or in-store, preventing companies like Instagram and Google from having too much sway over curation in the long term. Ideally, every SKU produced by every brand would be accessible through the blockchain by any retailer, editor or end consumer. Each “block” in the chain would belong to a different brand, registered through a central but open accreditation portal, and the blocks would merely include reference information on where to find data on a particular brand. The brands themselves would hold and control the data they supply, both outward to the external world and internally to their own employees. Any number of companies and individuals could build tools on this base/foundation technology, which would help users browse and access a range of public and secure

private data. A group of competing tech companies helping brands register and secure their links in the blockchain could easily cover the nominal server costs required to support the blockchain network, and some major fashion houses with large IT departments could mirror the data as well, further strengthening the network.

To keep it all organized, a standardized universal SKU Metadata Format (SMF) would need to be adopted across the industry. This format could include links to product images, precise sizing data, encrypted instructions for shopkeepers on when to change prices or rearrange displays, suggested product keywords used in e-commerce for SEO, sustainability statistics on individual products, and the universal SMF standard could be updated over time to incorporate new ideas or respond to new information technology requirements across the industry. What this technology can enable in the fashion business is uniform, real-time access to updated product information supplied by brands, a universal pathway for retailers to report back to suppliers immediately on things like stock levels and customer feedback; going forward, many functions could apply once something like this new basic building block structure is in play.

3. Problems

No Singular NFT marketplace that supports major blockchains and provided wallet capabilities

Lack of an easy to use, intuitive app. UX experience is not user-friendly for the average retail user hindering mass adoption

High and unreliable transaction fees poison the ecosystem and raise the barrier of entry. A research by Saxon Advisory found that the average NFT sale is around \$11.40 while at its peak the ethereum network transaction fee was north of \$200

No real aggregation of NFTs exists. Current NFT marketplace are relatively cluttered and disorganised with little to no filtration of poor and low quality NFTs

Slow transaction finality and layer 2 solutions can hinder layer 1 transparency, need for trust of a central bridge

Lack of a search function. i.e searching for goods on amazon. NFTs are currently not labelled deeply in their metadata and are largely uncategorized and identifiable

4. Protocol

The SLS token will be a TRC20 compliant utility token on the Tron platform that is broadly enforced by the community and can be used by most Tron wallets on the market today.

The token will be used to support dapps built on top of Solist Show.

While the SLS token can be used to buy, sell and bid on original items, it does not have any means to validate the items authenticity, ownership and origin. In order to address this issue, we will introduce the Solist Show Authentic Certificate. The Certificate will be used to validate unique items on the blockchain. TRC20 tokens cannot be used to validate unique items as all tokens are of the same kind and can be mutually interchanged. Therefore the Certificate will be based on Tron TRC721 token standard that can carry unique data and therefore identify unique items on the blockchain. With this solution and the Solist Show dapp you can match unique and original items in the real world to their blockchain equivalent.

Users wishing to certify their original items can use their SLS tokens as payment and convert them to the item Certificate. The certification process will be done by Solist Show and stored on the blockchain. This will allow us to create a powerful dapp that can track items and create a connection scheme to off-chain data, where each holder/user can verify the content of the smart contract.

With this solution in place we will be able to create verification certificates distributed directly from the manufacturer. With such a short chain of the verification procedure we accelerate the entire process and eliminate any element of doubt related to the authenticity of the product.

We have also identified and resolved the following risks with such a business model:

Selective registration – Identification of the user is anonymous, and some products will not be registered through the network directly until the certificate is widely recognised, and the registration initiative is value-driven. We intend to offer platform incentives in the form of smaller fees and work to intensively to communicate our content in order to promote registration.

Anonymity of the user and privacy protection – We understand that a lot of owners who have exclusive products don't want to be identified. The blockchain solution is the perfect antidote, because transactions cannot be linked to a specific person. Users

can also use the platform with the escrow procedure, which enables us to avoid any links to or data exchange between sellers and buyers.

Future projections – The whole concept can by definition also be technology-independent. For instance, in the case a new and more efficient technology is developed, we can migrate or add-on in a very short period of time. In such cases the overall experience and satisfaction of the user will not be compromised in any way whatsoever.

5. Solist Show Project Over View

The SOLIST SHOW project is simple in its own way, because it is a platform based on the blockchain decentralized network, with the active implementation of the TRC-20 and BEP-20 token smart contract standard, the two most popular and widely-used smart contract token standards in the industry.

The SOLIST SHOW platform being a d'App means that it is a distributed system of service run and hosted by numerous systems around the globe and not one central authority, which in the legacy systems before the advent of Web 3.0, has held sway and ruled the tech jungle. All user data within our platform is secured with cryptographic algorithm.

Our platform acts as an all-in-one marketplace app that SOLIST SHOWs content from inspiring brands and merchants. This method makes it simple for everyone engaging on the platform and will improve the quality and quantity of the services offered.

We also simplify trends and inspiration from around the world and ideas from far and wide means that there will be diversity in content with plenty to choose from for everyone.

One of the major things we really are after is security and safety of our platform user data. How can we guarantee that our clients are safe and their tokens secured? We have implemented the KYC protocol because one way or the other, our platform deals with the use of finances either physical or virtual and has a means of compliance to regulations made available for financial institutions. Know your customer regulation is being followed because with this we have some basic information about each and every individual on our platform.

This coupled with a form of verification through a recognized form of identification will help us keep the platform secure and also weed out unaccepted activities such as multiple accounts from one person on the platform.

The KYC regulation also helps in cases where theft of crypto-asset occurs. With the little information we have about every individual, it will be easier to try and track down and stop an individual's funds from being stolen by bad actors who are on a mission to give the crypto-asset space a bad name.

Some are of the opinion that sensitive user information gathering beats the purpose of applying blockchain to projects since the major functions of the blockchain network, according to them is supposed to be the protection of an individual's identity. In reality though, it doesn't take away the protection because all transactions will still be done securely in a Peer-to-Peer (P2P) manner, while the information of each user will be stored securely on the blockchain decentralized network, but not available for anyone to have access, unless members in the technical department. We assure our users that we value everyone's privacy and will keep the data of each and every individual away from prying eyes.

After KYC comes the AML and they both go hand in hand because the anti-money law puts us under compulsion to report fraudulent activities to relevant authorities. We highly frown against the use of our platform as a means to get money 'washed clean' as we will not hesitate to freeze an account associated with us if we notice money laundering activities being carried out on it.

When a user completes the KYC registration and has agreed to the AML regulations too, he also has to agree to the CFT rules means countering the financing of terrorism, and the updated FATF Recommendations affecting crypto-assets.

In no way should anyone be involved in using our platform as a means to fund terrorism as we will not take such activities with levity. These are one of the reasons why a user has to be able to complete the KYC registration for proper measures to be taken upon whoever wants to use the anonymity provided on the blockchain network as a leverage to commit crimes and atrocities

6. Ecosystem

Solist Show offers a complete solution by bringing together the fashion industry, blockchain, and RFID/NFC technology. RFID (Radio Frequency Identification) is an

automated identification tool based on a tag-shaped device (TAG) containing a microchip and a radio-frequency reader/transmitter.

Blockchain is utilised by the platform to track the authenticity of items and their owners. All items available exclusively on the platform have a code that can be verified against the blockchain. That gives the buyer the possibility to determine the authenticity and ownership of the product. Ownership can be changed by signing a transaction on the blockchain that includes information about the transaction between users. The RFID technology alone is not sufficient to counter anti-counterfeiting processes, as the information it contains is available in distributed mode just as the entire blockchain scheme works.

The great advantage of the blockchain lies in the fact that each block is encrypted. The second advantage is the distributed nature of the information – in the case the database is partially compromised, the remaining nodes can be used to keep the information intact and original. The solution is a tracking system with blockchain-based protocol and an RFID tag to send product information for the entire chain process of the sale.

6.1 Platform

The open environment grants new and established models equal access to the global fashion community and creates comfortable conditions for interaction on the principles of transparency, fairness and security.

This socialmedia aggregator serves as a hub of network activity embracing a wide range of users, facilitating increased efficiency in the promotion of products and services by placing content in several channels simultaneously with the help of an open API.

The use of smart contracts and blockchain ensures the automation of business operations, bringing them in line with international standards. It also provides access to integrated thirdparty solutions in relation to auxiliary products, and protects the intellectual and labour rights of all parties.

Solist Show is a scalable product with a proven business model that utilizes proven technologies and solutions from projects previously implemented by the developer. The use of cuttingedge technologies lacking in the industry and the comprehensiveness of the proposed solution, uniting all market participants, will become the key components to achieve competitive advantages.

The fundamental digital transformation of the world of fashion has become inevitable. With a clear understanding of the industry's problems and the technology required to overcome them, Solist Show represents a digital platform that can transform all work processes in the industry, increasing their productivity.

Representatives of the industry take advantage of this by inviting models to become brand ambassadors, and creating popular content with their help, or increasing customer loyalty by using familiar imagery.

In contrast with modern demands on business practices, most of the processes inside the fashion and beauty industry have changed little since the birth of the industry and are still managed manually.

The fundamental digital transformation of the world of fashion has become inevitable. With a clear understanding of the industry's problems and the technology required to overcome them, Solist Show represents a digital platform that can transform all work processes in the industry, increasing their productivity.

Models work with their clients through agents who manage all communications, search for new offers, sign contracts and coordinate work. There can be several such intermediaries in the chain between the client and the model, which slows down collaboration and increases the costs for both sides. Their activities are not subject to objective audit, and this often leads to non-fulfillment of financial obligations, violation of intellectual property, labor right infringements, and risks to personal security. Lack of transparency in work processes leads to mutual distrust in the market, destroying both career opportunities and industry development.

Rigorous adherence to up-to-date business principles and a focus on developing a comprehensive solution has enabled the Solist Show team to create a universal and quickly scalable product for all market participants. The feasibility and effectiveness of the platform's development strategy have been confirmed by external audit, and now the Solist Show Platform is ready to take on the whole market, to join the top, and to decisively define its technical evolution.

6.2 hyper-converged digital platform

Solist Show is a next-generation hyper-converged digital platform that combines a wide range of online services and applications adapted to the specific needs of each fashion industry participant.

The platform improves the efficiency of business processes and combines various tools and communication channels into one space – a mobile application and a web interface.

Blockchain technology provides the foundation for the platform. Big Data concerning professional activity, completed contracts, social network presence, number of followers, and other information combines to create unique digital identifiers and algorithms to evaluate the reliability of clients, agents, and performers.

The aim of the platform is to become a technical bridge that ensures safe and fast connection for the classical economic environment of the fashion industry and the digital economy based on smart-contracts and blockchain. The Solist Show Platform gives each user the opportunity to build cooperation in a centralized ecosystem with a high level of trust due to the implementation of distributed ledger technology

Third-party integration

The platform architecture allows the integration of any third-party service into Solist Show. The accumulation and analysis of data will make it possible to expand the offer available within the platform with services useful to and demanded by the community.

6.3 NetWork

The social network becomes an open space for solving their everyday problems and safely move up a career ladder

The social network for fashion industry participants which unites well-known names of the fashion world and a constant stream of new faces. Solist Show gives the industry a professional network and allows young talent to break into the profession quickly and safely.

Solist Show Net brings together the full range of representatives of the fashion industry with their varied roles, experience, professional status and skills. For each of these groups, the social network will become an open space to find solutions for the challenges before them.

The virtual space of the network is by the fashion world, it will continue to change under the influence of its laws and trends and, obeying the laws of evolution, it will inevitably engender the positive development of its participants. With the help of

modern social mechanics, an active professional community will create a fruitful environment, where the brightest representatives of the industry can scale their influence, organically evolving to become opinion leaders.

For experienced professional models, Solist Show Net will work as a social media aggregator, allowing them to gather all their content, find suitable distribution channels for it, and use them as drivers to expand social capital.

Solist Show gives influencers the opportunity to implement ideas, embody values and fulfill a social mission, offering convenient and understandable channels of communication with followers. A well-targeted group, the social network will become an open space to find solutions for the challenges before them.

The virtual space of the network is by the fashion world, it will continue to change under the influence of its laws and trends and, obeying the laws of evolution, it will inevitably engender the positive development of its participants. With the help of modern social mechanics, an active professional community will create a fruitful environment, where the brightest representatives of the industry can scale their influence, organically evolving to become opinion leaders. and “warmed up” audience will attract the attention of partners and sponsors who can use its loyalty to promote their ideas, while an environment built on transparent principles can create favorable conditions for their interaction, opening up broad opportunities to apply PR tools, influence-marketing and other social techniques.

6.4 Basic technology

The technical leaders, architects, and developers of the Solist Show Platform are committed to a modular approach in building an omni-channel hyper convergent Platform of the next generation.

Face recognition

The application is based on groundbreaking technologies, the most important of which is Face Identification, which makes it possible to identify the real user with absolute accuracy and provide protection against unauthorized access to the user’s account. When combined with Big Data, the use of Solist Show Face Recognition technology makes it possible to target users by appearance type.

The technology provides highly efficient and SOLIST SHOW face recognition from images for instant achievement of the desired result. The technology is also used to recreate a realistic 3D model of a face and to transfer it to a virtual space.

For modeling agencies or advertisers, the technology makes it possible to make a search in accordance with the specified image parameters. By uploading 5-6 unfiltered photos to their profile on the mobile application, the model receives the status “Face Recognized” and can be identified by model agencies using this technology.

Guarantee of timely payment for obligations fulfilled

Blockchain

Provides the foundation for the platform. Big Data concerning professional activity, completed contracts, social network presence, number of followers, and other information combines to create unique digital identifiers and algorithms to evaluate the reliability of clients, agents, and performers

Smart contracts

Integrated into the mobile application, ensure the instant conclusion of agreements and the guarantee of timely payment for obligations fulfilled. When parties come to an agreement in the blockchain network, a document is automatically generated and remains visible to all parties during its validity period.

6.5 Promotion & Growth

Promotion of the project will start initially with IEO phase and the belonging structure of marketing techniques including bounty and referral programmes. As the project has a specific target group called Pivotal which includes highly digitised generation whose demands concerning the judgement of taste are as high as those of trading, mining or burning our marketing strategy will be running on two lanes. One will operate on the level of direct campaigns targeting investors accustomed to or skilled in crowdfunding. And a separate campaign heading to reach various fashion crowds through large fashion and lifestyle media coverage. Both lanes are fully operational from the start of IEO period. And both are powered by opinion leaders with substantial knowledge and experience behind them.

We are well aware that opinion leaders are too often thrown in the same pool as self-made influencers who happened to be the new “it” thing in the fashion Industry. Unfortunately if not combined, directed and SOLIST SHOW with other advertising methods it has shown they are unlikely to have a substantial impact on the larger crowd of investors. Therefore we are already including authorities from various fields of interest into our Ambassador and Advisor programme.

Collaborations with momentarily vibrant fashion brands with all their supportive team and crowd of followers will enable

us to use limited editions as a motor of our daily advertising material. In the first year the above mentioned collections will be available exclusively on our platform and will therefore be the prototype collections of blockchain wear. Always traceable and of steadier value. They will also stand as a daily reminder of the collision of two worlds namely fashion industry and blockchain technology and will thus make a fresh, inspiring and highly applicative idea that is virally becoming the talk of the future. Based on this superstitious assumption we are daring to expect significant interest for our project from the media, opinion leaders, professionals and most importantly the users.

6.6 Partnerships

In a luxury industry founded on heritage, timelessness and inherent product value, "new" can be a dangerous word. But it's not too harsh to describe the fundamental shift that is occurring in today's luxury fashion market.

The risk for luxury incumbents is that heritage becomes a synonym of old. This threatens to change the competitive dynamics of the industry, as barriers to entry protecting established brands weaken and doors open to new entrants marketing new icons. Look at the rise of streetwear.

The New Luxury world is one of extreme polarization between brands that "get it" and those that don't, and increased trivialization risk as adoption follows herd behaviour and concentrates on a narrow set of blockbuster products. It also brings new volatility as short-term brand loyalty rises at the expense of long-term brand staying in power.

So how is this playing out in the Solist Show ?

Mega-brands still work, but the trigger for consumer adoption is not just mere scale and a dominant market position but the ability to convey the new zeitgeist. That's the type of companies Solist Show is looking to connect with firstly. For those who observe the luxury industry from a financial perspective, the big question is whether the rise of New Luxury implies lower valuations. Most investors today value

luxury goods stocks on the back of organic growth and match organic growth to price earnings ratios. However, this assumes organic growth can be reasonably sustained over time and that dominant brands will always be there and always be relevant. But

that argument seems to be losing its strength. Luxury is looking more and more like street and street brands typically suffer from boom and bust cycles, not a great recipe for long-term investors and means short-term investors must have a sharp eye for spotting the next trend before it happens.

Which brings us back to fundamentals and marks the plan for Solist Show 's selections of partnerships. The company has set out to begin its development by linking to companies with higher barriers to entry and lower brand trivialization risk that should trade at a premium, because they should be more valuable to long-term investors. The market still seems to be working this way - sneakers will always be quintessentially streetwear while brogues, suits and ties are not.

Luxury Fashion brands that are meticulously balancing between the old and the new and are thus stable trend-setters. At first stage we will be looking to collaborate with them.

Together with those companies that will prove to be meticulously balancing balancing between the old and the new we will create blockchain editions, collections of maximum 20 pieces that will be to some extent already produced, but will be distinctive by being certified on the blockchain and sold in SLS tokens or any other kind of currency on our platform or in stores directly by the use of our Solist Show application.

Later on, our network will expand to fashion brands that will collaborate with us in creating, designing and producing limited edition collections. These collections will be exclusively available on our platform to be bought only with our SLS tokens.

We will also pursue strategic partners and investors from multi brand retailers, media, distribution, authentication and labelling companies as well as certain individuals from the fashion industry who can bring added value to our project. For this purpose, it is also possible to involve partners with their own business shares.

7. Token

The SOLIST SHOW token (SLS) has been created for utility purposes, and is thus not a security or equity token under any securities regulation in any jurisdiction, but a token with pure utility characteristics, features and functionalities. As such, it will be distributed on the SOLIST SHOW marketplace app as a primary rewards token, as previously stated.

SOLIST SHOW token is an TRC-20/BEP-20 utility token smart contract standard compatible and exchangeable with many utility tokens which are majorly Tron-based tokens/Binance Smart Chain. In any case that crypto-asset exchange platforms adopt the SOLIST SHOW token as their primary means of transaction because of value and use case similarities that may mutually exist between them, this will cause value appreciation in the SOLIST SHOW token, and therefore further accelerate the SOLIST SHOW token network effect.

The SLS platform will allow users to spend their tokens in various ways:

- to buy exclusive items on the Solist Show platform. The Solist Show platform will put out exclusive offers in cooperation with designer companies or individuals, and those items will be available to token owners;
- to reserve pre-emption of event tickets or items;
- to acquire Solist Show tokens by marketing on Instagram and other social networks. This is financed with a part of the tokens the companies earn by selling their items on the Solist Show platform;
- and by brands marketing and authorising their products – 1 token for 1 registered product.

7.1 Token Info

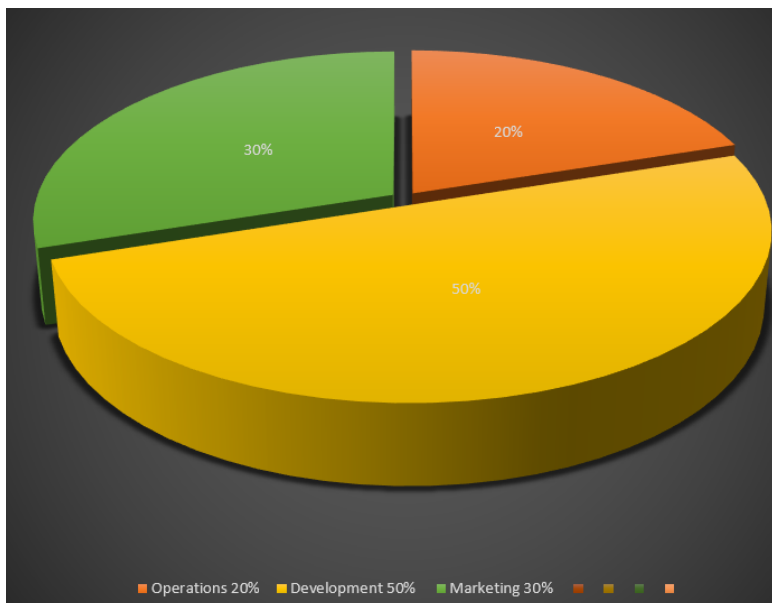
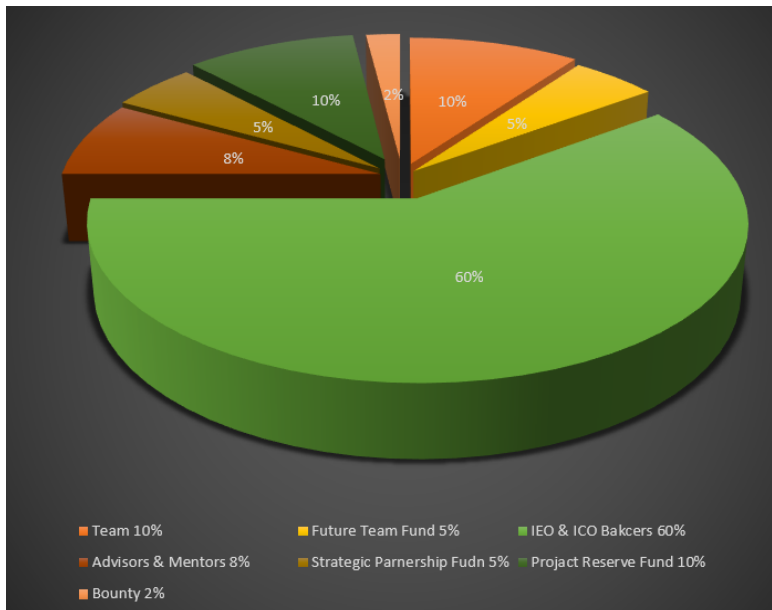
Token Name: Solist Show

Token Symbol : SLS

Total SLS token supply (100%): 300,000,000

Total SLS token supply for sale (60%): 180,000,000

7.2 Token Distribution & Funds Allocation



8. Conclusion

Blockchain, which is best known as the technology behind digital currencies, is now set to disrupt the fashion industry, with the potential to eliminate the murky haze of the two dimensions that are vital for fashion today. Firstly, a tool to reposition and re-contextualise commodities by subverting their conventional uses and inventing new ones. And secondly, to provide authenticity and transparency in the lifecycle of fashion items, which is at the moment not something that is easily done nor even accessible for either consumers or businesses.

Solist Show was initially founded out of the need to service the growing pool of the new luxury: new streetwear aesthetics hybridising with traditional luxury goods and

fundamentally reshaping the market for status symbols, resulting in a genetically different luxury world aiming to reach their target market – the exponentially-growing and constantly-shifting Pivotal. In this new world, Solist Show works with both key issues: the poor man's problem – how to move from uncool to cool; and the rich man's problem – staying cool once you've become cool.

Along with continuously working to help solve the fashion community's ever-increasing problem with coolness, the Solist Show protocol supports both the original character of items on the one hand, and businesses and community on the other – all the while bringing to bear a simple, automated and decentralising influence on the fashion community. Further, it offers a complete solution by melding the fashion industry, blockchain and RFID technology together via the Solist Show certificate scheme, which generates and displays a unique product number that will be clearly displayed on the blockchain.

The goal is to achieve full traceability of all products, establish the clearly demonstrated and easily verifiable properties of the product, show the transfer of ownership rights and at the same time help in detecting counterfeits while creating a simple, de-cluttered shopping experience based on the selection of SOLIST SHOW fashion items that reflect the ever-changing tastes of the current fashion community.

9. Legal

IMPORTANT NOTICE

Everything in this White Paper, and any relevant material particular whatsoever connected therewith must be read with astute care and caution. If after a careful reading of everything, there is a persistence of doubt, which borders on the action you should take, you are therefore advised to consult your legal, financial, tax or other professional advisors.

There shall be no reproduction and dissemination of this White Paper in a manner that affects its integrity, including any relevant material whatsoever connected therewith.

CAUTIONARY NOTE ON “FORWARD-LOOKING STATEMENTS”

There are “forward-looking statements” contained in this White Paper. The meaning and intent of the term “forward-looking statements” are the same as they appear in any relevant statute of any jurisdiction whatsoever, or for instance, as they appear in the U.S. Private Securities Litigation Reform Act of 1995, which gives a comprehensive statutory clarity to the intendment of “forward-looking statements” concerning the business, operations, financial performance and condition of an entity, i.e. SOLIST SHOW, though situate outside the United States jurisdiction, equal parallel drawn is both essential and relevant.

Words and phrases such as “intends”, “anticipates,” “plans”, “estimate,” “expects,” “projects,” “believes,” “will” and other terms of similar substance and character, wherever found in the White Paper operate as guidance and indicators of “forward-looking statements”.

Furthermore, all statements regarding SOLIST SHOW, and/or its affiliates’ business strategies, financial position, plans, prospects and the future of the industry which SOLIST SHOW and/or its affiliates are in, are “forward-looking statements”.

This “forward-looking statements” include, but are not limited to statements as to the SOLIST SHOW’s and/or its affiliates’ revenue and profitability, future plans, prospects, expected industry trends and other matters contained in this White Paper in regards to SOLIST SHOW, and/or its affiliates. These matters are not historical facts, but only predictions. All “forward-looking statements” are SOLIST SHOW’s present expectations of future events and are subject to uncertainties and several other factors that could have a material difference in actual results from those described in the “forward-looking statements”.

These factors and uncertainties include, amongst others:

(a) Socio-political, economic changes,

stock or crypto-assets market conditions, and the regulatory environment in the countries in which SOLIST SHOW and/or its affiliates conduct its/their respective businesses and operations;

(b) The risk that SOLIST SHOW and/or its affiliates may be unable to execute or implement their respective business strategies and future plans;

(c) Changes in the anticipated growth strategies and expected internal growth of SOLIST SHOW and/or its affiliates;

- (d) Changes in the availability and fortunes of SOLIST SHOW and/or its affiliates in connection with their respective businesses and operations;
- (e) Changes in the availability and salaries of employees who are required by SOLIST SHOW and/or its affiliates to operate their respective businesses and operations;
- (f) Changes in preferences of SOLIST SHOW and/or its affiliates;
- (g) Changes in the competitive conditions under which SOLIST SHOW, and/or its affiliates operate, and their ability to compete under such conditions;
- (h) Changes in the future capital needs of SOLIST SHOW, and/or its affiliates and the availability of financing and capital to fund such needs;
- (i) War or acts of international or domestic terrorism;
- (j) Occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of SOLIST SHOW and/or its affiliates;
- (k) And other factors beyond the control of SOLIST SHOW, and/or its affiliates.

Any prospective participant in this token sale is hereby cautioned to not rely upon any such “forward-looking statements”, which speaks only as of the date they were made. SOLIST SHOW is not under any obligation, and expressly therefore disclaims any obligation whatsoever, to update or alter any “forward-looking statements”, in the event of new information, future events or otherwise.

All subsequent “forward-looking statements” attributable to SOLIST SHOW, its affiliates or any person acting on their behalf are expressly qualified in their entirety by the cautionary statements referred to in this White Paper. Neither SOLIST SHOW nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of SOLIST SHOW and/or its affiliates will be as contained in any “forward-looking statements”. The actual results, performance or achievements of SOLIST SHOW and/or its affiliates may differ in any material particular, from those anticipated in these “forward-looking statements”.

NO SECURITIES OFFERING OR REGISTRATION

For all intents and purposes, the SOLIST SHOW tokens will not constitute securities in any jurisdiction. This White Paper is not a prospectus; it does not constitute a document whose intent is to make securities offering of any kind in any jurisdiction. This White Paper does not create securities investment contracts. The White Paper is not an opinion or a piece of advice to sell, or an offer by SOLIST SHOW or its affiliates to purchase the SOLIST SHOW tokens. No part of this White Paper whatsoever, not the fact of its presentation shall form the basis, or reliance in connection with a contract or investment decision, in a way that it will be caught by the extant securities regulation of any jurisdiction.

Every proceed from the SOLIST SHOW tokens that accrues from the token sale shall be applied to the SOLIST SHOW project financing, including SOLIST SHOW's businesses and operations. There is no contractual obligation or a binding legal agreement to make any contribution whatsoever on the part of any person into SOLIST SHOW's token sale. Any legally binding agreement that may exist between SOLIST SHOW, and or its affiliates and any person shall be contained in a separate document where the terms and conditions shall be duly set out in full detail.

Participation and eligibility criteria in any future token sale by SOLIST SHOW may vary, owing to the country of citizenship or residence. In this regard, no final and conclusive decision has been made, as regards municipal law, both legal and regulatory compliance in any jurisdiction in question would determine the relevant eligibility criteria and thus the subsequent participation in the future token sale. There is no regulatory examination or approval of any information contained herein, and no such action will be taken under the law, as none is required under any law whatsoever.

NO REPRESENTATIONS AND WARRANTIES

SOLIST SHOW and/or its affiliates do not make or purport to make, and hereby disclaim any representation, warranty or undertaking in any form whatsoever to any person in law or any person having legal or equitable right(s) including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any information set out in this White Paper.

10. Disclaimer

The SOLIST SHOW team expresses their heartfelt gratitude to our readers for obtaining a copy of our whitepaper and taking the time to go through its contents. This document acts as a memorandum to explain our project and its objectives to our readers.

This special section has been prepared for our dear readers to examine thoroughly and we strongly urge our readers not to skip this section as it is crucial to determining the choices an individual takes when contributing to our project.

The major purpose of this whitepaper is to unfold and show the SOLIST SHOW project to potential clients and prospective token holders. Its contents have been simplified for ease of comprehension for everyone and gives each user the chance to decide if they want to be a part of our project based on their perception.

The information provided in this document cannot be considered as a means of solicitation or a prospectus. It does not constitute a means for buying securities neither does it serve as a contractual relationship of any kind. This document has not been assessed by any regulatory body and is not subject to any laws, rules or regulations.

The estimations and projections made in this document are not absolute and as such may be subject to change under different circumstances affecting cryptocurrencies and markets. These projections are uncertain and differences may occur between what is documented and real life events.

We implore you to consult your legal adviser before investing in any form of cryptocurrency to avoid penalties from the government. The sales of our token will only be made available to those who are eligible and legally qualified to purchase crypto-asset after white-listing through due diligence; Anti-Money Laundering (AML)/Know Your Client (KYC) compliance with the same regional and international standards set for financial institutions, financial technology companies, payment infrastructures, and money transmitter businesses by the international standard-setting body Financial Action Task Force (FATF) Recommendation 16, which encompasses Virtual Asset Service Providers (VASPs) and convertible virtual crypto-assets.

In a scenario that you purchase crypto-asset of any kind without obeying the rules guiding crypto-asset utilization in your area of residence, you risk legal actions being taken against you and this might incur fines or loss of your crypto-assets due to confiscation. If this happens, the SOLIST SHOW team will not be liable or held responsible as whatever consequences that results from you buying our tokens/crypto-assets..

All the information provided in this document has been deemed as SOLIST SHOW to a very considerable extent, and even though we would not like to fully acclaim this

statement, we believe that to the best of our knowledge, this project has been considered concise. Depending on the various risks and uncertainties that befall crypto-assets,, this document could become less acSOLIST SHOW. We implore our readers to take the time to read and understand various dangers that could arise as a result of getting involved in crypto-assets, because we cannot highlight them all for brevity of this project white paper.

Some of such unfortunate happenings that may befall crypto-assets are:

- Security risks whereby a person’s crypto-assets are lost as a result of not being able to secure their login credentials properly on their own part.
- Issues such as technical problems may come as a result of server downtimes or errors may also occur which may temporarily hinder transactions carried out on the platform.
- High crypto-asset market volatility is another issue that needs to be considered as the price of a crypto-asset may fluctuate heavily whereby the value becomes very unstable and subject to constant change.

The information provided in this document may be subject to change such as translations over a period of time and this document might be made available in other languages besides the official one. During translation, some or most of the information in this document may become inconsistent, lost, corrupted or misinterpreted and its accuracy may be compromised. In the scenario that such changes occur to this document, the official document which is made available in English language shall be considered superior and final.

We advise you to get the original copy of our document from official means which is through our team members as getting it through an external source could mean the document is compromised or its contents being tampered with. Obtaining this document from our official sources reduces the chances of getting information that is manipulated, misinterpreted or contorted.

By reading this document, you agree you will comply strictly with the content, and not act in regard, and if you participate therefore in the SOLIST SHOW project utility token offering exercise, you have assumed any unforeseen risks and emergencies, which are intrinsic to every project, and therefore, neither the SOLIST SHOW Team, nor H-Pharm Ltd, nor their affiliate would be held liable in any event whatsoever.