



DAIS



2023

Entering into Web 3.0
DAIS.NETWORK

AR/NFT/AI Fashion Metaverse

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W H I T E
P A P E R

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Editorial

BY BRANDON ROUTH -
CEO OF DAIS

Luxury brands can't afford to miss the boat this time

Luxury brands have been slow to embrace the digital revolution because they didn't believe in its power early on and they didn't see how it could be used to augment the luxury experience. They were wrong and this mistake has cost them dearly. They all have this in mind as the luxury industry is now thinking about web3.

As William Gibson, father of the cyberpunk genre, famously stated: "The future is already here – it's just not very evenly distributed". For millions of current and future luxury consumers, web3 isn't the future, it is the present.

With millions of crypto wallets, tens of thousands NFT collections and countless properties in the metaverse, web3 is here to stay. But the way brands are going to use it to connect with their customers is yet to be invented. Luxury brands are racing to catch up with this trend as they understand how transformative it will be for their industry.

In order to be successful in web3, luxury brands need to master its various aspects; from technology to culture. Most of the rules of the luxury web3 playbook are still to be written. However one can identify 3 important principles already.

1 - True digital ownership opens the door to digital luxury goods

Until web3 emerged, it was impossible to create a unique digital good, as anybody could copy a picture or a video an infinite number of times with no possibility to know who had the original one. Therefore digital goods were valueless and there was no such thing as a digital luxury good.

The invention of NFTs has allowed us to prove ownership of a digital good. Hence, by opening the door to digital ownership, NFTs have made digital scarcity possible and therefore they have created the possibility of luxury digital goods.

Digital ownership is what explains why Beeple was able to sell a \$69m NFT at Christies in 2021 and why Dolce & Gabbana was able to sell more than \$5.5m of its "Collezione Genesi" NFTs.

Meanwhile, luxury's most prominent figures have been paying attention to this trend. DAIS's Head of Growth has declared that NFT will be both an opportunity and a disruptive phenomena while LVMH's CEO Bernard Arnault believes that "if it's well done, it can probably have a positive impact on brands' activities."

This is why web3 has been on every luxury brand executive's radar in the last few years.

2 - Web3 changes the rules of status

Luxury brands are a special breed. They have long been the epitome of high-end, high-touch experiences that go way beyond the product itself. Luxury goods are also a key way to show success and sophistication.

In the digital world, NFTs are becoming the ultimate way to display status. They can be worn as a profile picture or embodied as outfits for avatars in the metaverse. They're a way to express yourself. Take the example of crypto communities on Twitter where a Bored Ape profile picture confers significant status to its owner. As a matter of fact, Tiffany&Co's CEO Alexandre Arnault owns a Crypto Punk and uses it as his profile picture on Twitter.

Tell me what you hold in your wallet and I'll tell you who you really are...

This is both an opportunity and a threat to luxury brands. As luxury brands are masters at the art of conferring status in the offline world, their expertise could translate pretty well in web3. On the other hand, web3 native brands like the BAYC (Bored Apes Yacht Club) are competing with luxury brands in the digital world. Or as Ryan Selkis, founder of crypto research firm Messari put it: "BAYC > LVMH".

3 - Web3 experiences are plentiful but web3 businesses are scarce

Many luxury brands have released web3 experiences by now. From fashion to beauty or even wines & spirits, all sectors have been launching NFTs, designing for the metaverse and accepting crypto payments.

Some - like Gucci for instance - even managed to create multi million dollars business opportunities in web3. But more often than not, it feels like luxury brands are still using web3 as a way to generate PR.

All in all, there's a lot luxury brands could do at the intersection of luxury and web3. From building communities to creating experiences and even generating business. The opportunities seem limitless. In order to unlock this potential, luxury brands must understand the specific codes of web3, adapt to its rules, create real value and utility for its customers and bring their own know-how as well. This book is tailored to help luxury executives achieve this.

Armed with this knowledge, we hope that luxury brands will be able to carve a unique space for them in web3 and the metaverse, to participate in this ongoing revolution and ultimately to make web3 feel more... luxurious!

by Oliver Reed

Head Of Growth, DAIS

Executive Summary

Metaverses, NFTs, Blockchain, Web 3...

Beyond buzzwords, **a new market is emerging**, driven by a young technophile audience. Luxury brands now need to decide where to invest in these technologies and which of these emerging technologies best support their customers and their brand.

To better understand the technological break-point, it is crucial to understand the history of the Web:

- **Web1** (2000s) refers to the emergence of the first public release of the internet
- **Web2** (2010s) arrived with new technologies and the emergence of centralized social networks and services such as Airbnb or Uber
- **Web3** (present) is moving towards a new set of decentralized, disruptive technologies such as blockchain, extended reality (XR), and tokenization that are quickly gaining momentum and viable applications.

It enables individuals, creators and entrepreneurs to create experiences for themselves and others and to monetize it in a way that is highly transparent and open. On the other hand, it is also a new gateway to consumers and will allow brands to have global penetration and reach

Once brands grasped the contours of the Web3 ecosystem and believed in the benefits, it was necessary to define the what, why, and how to best navigate the complex set of platforms, marketplaces, communities, and opportunities that exist in this new world. *This is a nascent space, still being defined. However, what is clear already is that **premium brands want first mover advantage to emerge as leaders in this new Web3 world.***

These changes might significantly impact the overall brand strategy. *The maturity of Web3 technologies will lead to the creation of new customer experiences based on decentralization, enriched mixed reality experiences and new forms of digital ownership.*

This white paper, **aims to shed light on the challenges of Web3 for fashion and luxury brands**, helping them to be more relevant and active in these ecosystems.

The paper starts by outlining the ecosystems accessible to these brands, moving into the reasons why luxury brands should be intentional in how they position themselves and what they can look for. It concludes by putting forth a methodology for integrating these issues into not only marketing operations but also a new business line.

*If it is too early to draw a real playbook of “do’s” and “don’ts” for a brand, the field of possibilities is still open. What we are sure of is that **there is a great deal of synergy between luxury brands and the Web3 universes.***

Part 1

Web 3 & Metaverses: definitions



1/ NFTs

THE NFT (NON-FUNGIBLE TOKEN) IS CONSIDERED A DIGITAL ASSET CERTIFIED AND AUTHENTICATED BY THE COLLECTIVE VERIFICATION SYSTEM ON THE BLOCKCHAIN.

The most interesting aspect of an NFT is its uniqueness. It is non-fungible and therefore not interchangeable, so it becomes rare and singular. NFTs can be viewed as a rare “dematerialized good”, which makes its owner the sole holder. With the blockchain mechanism, NFTs are known to be almost inviolable and unfalsifiable certificates of ownership.

The rarity of NFTs is a strength for any person who would like to hold or sell it. Rarity generates value, even more so when dealing with a work that cannot be counterfeited or falsified. It is therefore the NFTs that will recreate the value of a good in the digital world. Beyond the hype, structural changes are coming.

Why a fashion brand should consider NFTs:

- Reaching a new community of users more rooted in digital
- Certifying and authenticating content thanks to the blockchain system
- Building a new source of income based on the scarcity of content offered to its users
- Diversifying the consumer experience, making it unique
- Becoming a Web3 Native Vertical Brand



2/ Metaverse(s)?

THE METAVERSE REFERS TO CURRENT WEB SPACES CHANGED INTO 3D VIRTUAL SPACES, ACCESSIBLE AND SHARED AMONGST USERS. IT IS AN IMMERSIVE AND VIRTUAL ONLINE WORLD.

It is the intersection of the physical and digital worlds, where augmented reality, virtual reality, blockchain-based environments enable people to develop and live in new 'worlds' – a fully immersive experience to express themselves, connect, interact, conduct commerce, and experience a whole new reality.

The metaverse aims to bring together as many services as possible. Its ambition is to be a place of continuous exchanges in which everyone can share whatever they want. Developers have the ability to make the future of the metaverse more immersive and lively with interactive circuits bringing together virtual markets and shops, entertainment, tourism, culture, etc. The metaverse in its current state is not just a virtual representation of the real world, but rather an extension of it.

The metaverse is not a break but a continuity – the addition of an alternative digital reality. The case of Epic Games, through its flagship online game Fortnite, is already ahead of the evolution towards the metaverse, driven by virtual concerts, sponsorships, skins, other accessories in the game, etc.

For example, Travis Scott (a prominent rap artist), held a concert welcoming around 12 million spectators in April 2020. These experiences assert that the metaverse is also about recreating real experiences, albeit in a different format.

3/ 3D & XR ?

3D IS A MAJOR DRIVER OF THE WEB3 CHANGES TOWARDS CREATING IMMERSIVE EXPERIENCES: AUGMENTED REALITY, VIRTUAL REALITY & METAVERSE TOPICS ENCOMPASS 3D AND XR.

Creating high-quality experiences with amazing rendering is complex. Rendering refers to the process of calculating a graphic representation of an object that can be perceived by a user.

This rendering calculation is sometimes very complex. For example, Pixar, an important player in the audiovisual industry and 3D animation, spent three years developing the technology needed to animate curly hair on Merida, the main character in the movie Brave.

These calculations are even more complex when it comes to video games. There is a need for real-time rendering, as players control animations and movements of 3D objects with controllers..

Another major point of complexity is that there is no standard in 3D yet, even if some consortiums are drafting the first standards on the metaverse. Each application will use its own dedicated 3D rules – meaning that cross-application content integrations are very complex.

To provide better integrations, emergent technologies are automatically converting 3D models from one environment to another.



***“Will it become
a universe in a
wider economic
environment?
I think it will.
It will become both
an opportunity
and a disruptive
phenomenon”***

- Daniel Scheinert - Lead Dev DAIS

4/ Web3 & ecosystems

WEB3 IS THE LOGICAL EVOLUTION AND MIX OF NUMEROUS TECHNOLOGIES CLOSELY ASSOCIATED WITH DECENTRALIZED TECHNOLOGIES.

Real user ownership, openness, inalterability, and decentralization are the most important traits of this new iteration of the Internet.

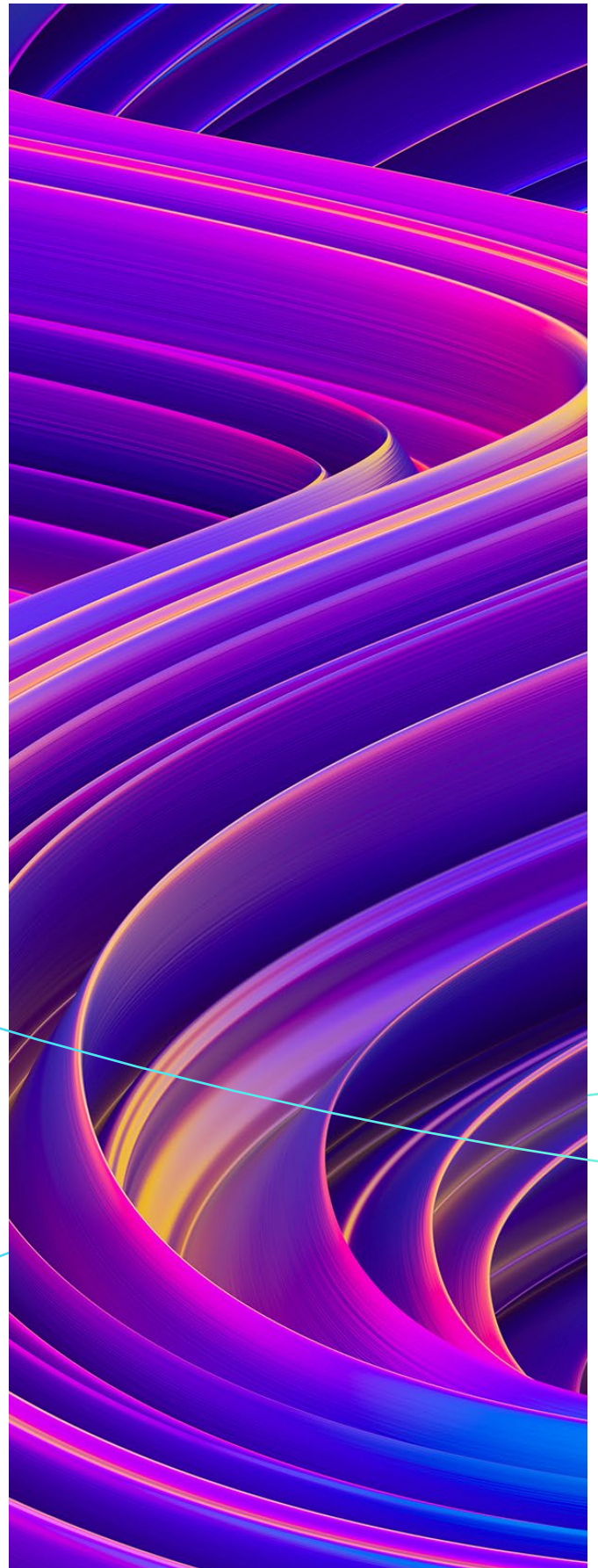
Users concurrently perform the roles of co-creators, owners, and beneficiaries. This is a paradigm shift, especially for brands willing to communicate with original and immersive content.

(see illustration p11)

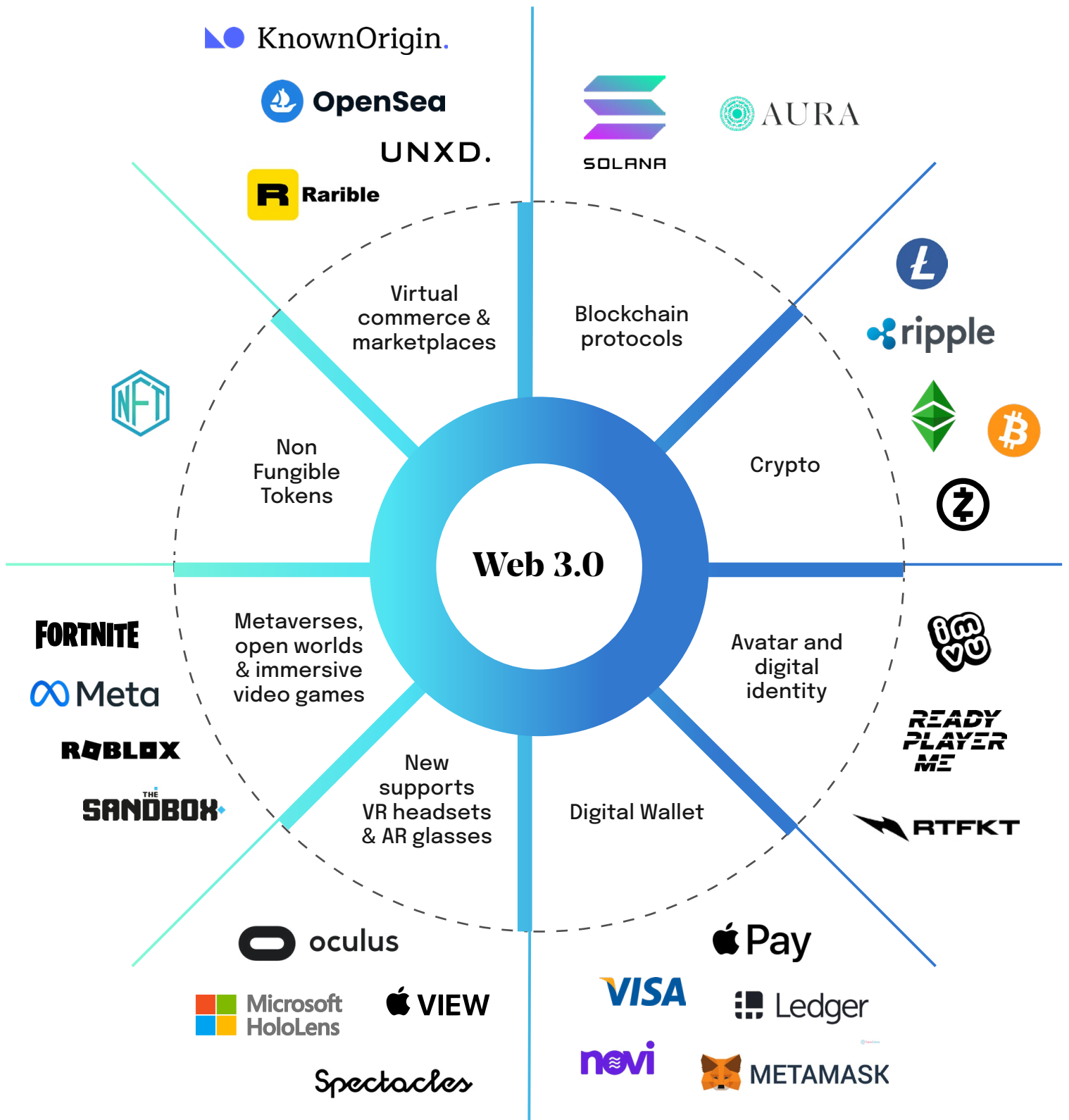
*With the emergence of Web3 and the metaverse, brands' information systems need to evolve. **Upcoming changes will require connections between existing environments (IS, e-commerce website, bank account) and new structures (NFT marketplaces, user's wallet, metaverse, etc.).***

These integrations will help brands achieve an omnichannel approach and engage their communities globally. NFT shops can be directly implemented into existing websites thanks to connectors in order to provide a seamless customer journey.

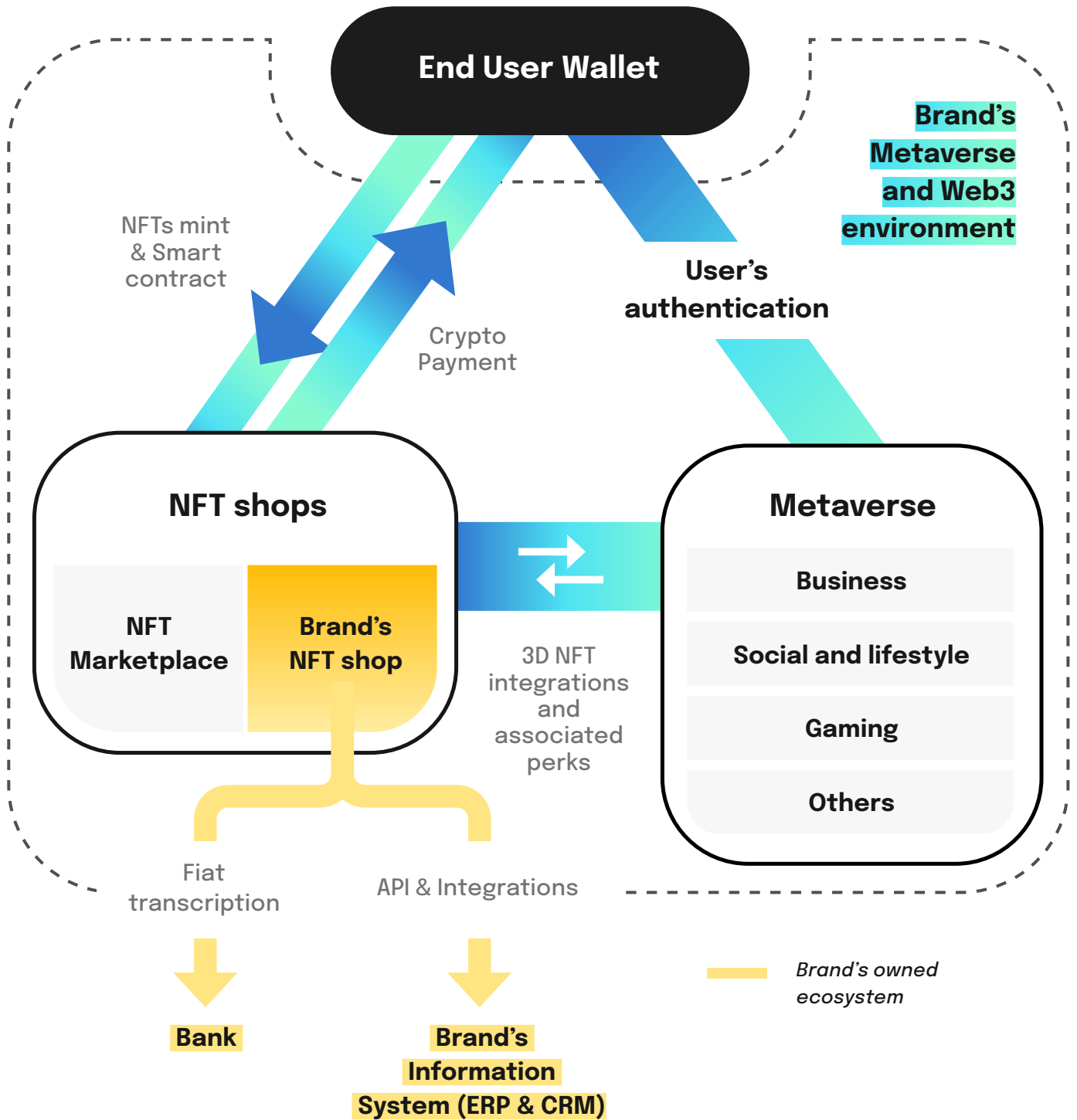
(see illustration p12)



01 **Web3 technologies and components landscape**



Users and brands interaction in Web3



5/ The different types of Metaverses

TODAY'S METAVERSE HOUSES A MULTITUDE OF SPACES WITH DIFFERENT FORMS.. MANY OF THEM REFER TO THE «VIRTUAL SPACE» TYPE RATHER THAN TO A DECENTRALIZED UNIVERSE. IT IS IMPORTANT TO DISTINGUISH BETWEEN THE VARIATIONS OF THE METAVERSE TO KNOW HOW EACH TYPE CAN IMPACT YOUR BUSINESS MODEL.

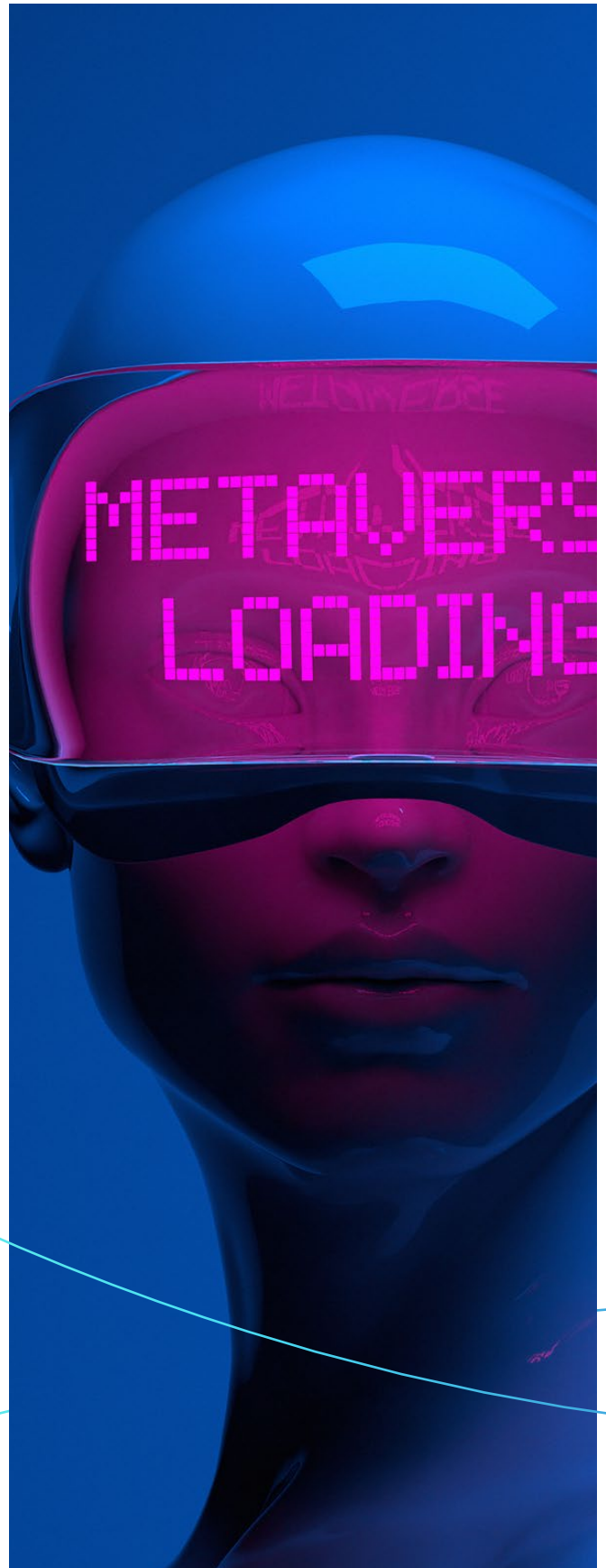
01

Proto-metaverse

This space in the metaverse does not integrate blockchain in their mechanism and operates on a centralized system. In other words, they are virtual spaces controlled by a central organization that holds the users' data. The user has an avatar that will progress through the experience, as it is usually a question of role-playing in these virtual worlds. It is also possible for interfaces to graft a blockchain to build a digital economic system.

Unlocked user experiences

Users are more willing to pay for experiences than products, and they are looking for new ways to unlock those experiences. Gaming is a big part of the industry, but not the only way for brands to create stories. It can be achieved through purchasing skins and wearables, joining challenges in games, or attending virtual social events like parties or concerts.



The significant advantage of the metaverse is the sheer number of users. The game Fortnite, for example, gathers about 278 million users. For a brand wanting to bet on quantity, the choice of proto-metaverse can be attractive. Grand Theft Auto V (GTA V), Minecraft, and Roblox are also counted in the most popular traditional centralized metaverse.

So where does fashion fit in? Fashion brands are found in the metaverse because the avatar is the central component. Brands would offer users wearables for their avatar, or playful experiences that allow them to unlock benefits.

02

Virtual Worlds metaverse

As a type of metaverse, virtual worlds metaverse allows interactions to evolve within virtual spaces. This creates an opportunity for a completely digital economic environment in which users monetize their acquisitions and creations. In these systems, we can find NFTs (Non-Fungible Tokens) being exchanged or traded. It works on crypto payments, but user data is allegedly held by a third party.

Unlocked user experiences

In these immersive environments built around VR and AR, users can play games, shop online, walk through museums around the world, attend concerts or conferences in virtual auditoriums, meet friends in online chat rooms and hang out in their own virtual living room. For instance, the next Meta metaverse that the Meta group is building, but also Earth2 are centralized blockchain metaverse.

03

Open & Play-to-earn metaverse

This type of metaverse is known to be the most successful form of the metaverse in so far as it better embodies what the metaverse genuinely is.

Unlocked user experiences

Players can build, own, and monetize their gaming experiences and assets inside an immense virtual world based on crypto-transactions. It includes purchasing wearables for their avatars, engaging in social interactions, trading virtual lands, attending concerts, parties, fashion shows, etc. The metaverse is ultra gamified, completing more quests and engaging more with social media.

A decentralized blockchain metaverse has the particularity of creating a dynamic community, where the balance of power is reversed. A content creator, for example, will be able to monetize their creations and resell them on these platforms. The principle of a decentralized metaverse is the possibility for the user to be rewarded, by items or virtual currency. It is in the metaverse that the «Play-to-earn», «Create-to-earn», and «Engage-to-earn» type of earning mechanisms in NFT are the most visible. This means rethinking the engagement model and finding ways to involve users or collaborators in such a way that they feel part of the ecosystem.

The Sandbox and Axie Infinity, based on the play-to-earn model, give the user the capacity to earn tokens or cryptocurrency by playing. Decentraland is also an example, but offers a more traditional landscape where users own and trade plots of land and create unique experiences. Brands are already using the Decentraland metaverse to hold events, such as the Metaverse Fashion Week which took place in March 2022. In addition, YugaLabs, creator of the famous NFT Bored Ape Yacht Club collection, has planned to build its own decentralized metaverse to gather its community.

In the metaverse, there are many organizations honing in on the social angle, allowing for the equality and equitable distribution of power within a community.

6/ Use cases

01 Gucci / Roblox

The brand Gucci offered its users, in the Roblox metaverse, an interactive space designed completely according to its brand identity.

In this virtual environment, there was also a virtual Gucci store, selling virtual bags at much lower prices than their real world counterparts.. In order to fuel the scarcity, Gucci released a very limited edition of these virtual bags for sale, which caused the price to skyrocket when resold.

02 Coca-Cola / Decentraland

In collaboration with the start-up Tafi, Coca-Cola, using Decentraland, distributed a series of collectible NFTs.

These were presented in the form of a friendship box, containing NFTs such as a bubble jacket in the brand's colors or a vending machine. A virtual event, hosted on Decentraland, was organized for the occasion and focused on brand awareness.

03 Carrefour / The SandBox

Carrefour has bet on a more environmentally friendly message for its entry into The SandBox. The brand released its first collection of NFTs under the aegis of the protection of bees.

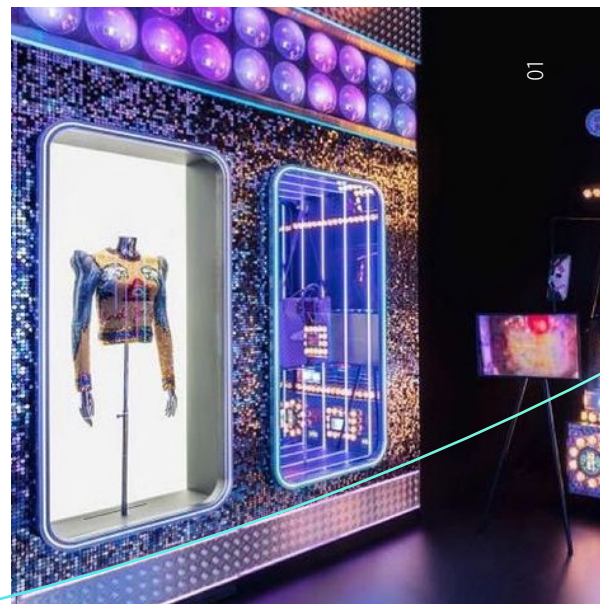
These 15 NFBees aimed to raise awareness of the disappearance of certain fruits and vegetables if bees were to disappear. The brand also offered an educational and fun tour in a game format about bees, using The SandBox.

04 Nike / Fortnite

With the launch of Nike Air Jordans, Nike combined purchasing and gaming experiences within Fortnite.

The focus was on winning challenges in Fortnite to be able to customize the sneakers purchased in the game. As a result, Nike did not rely on scarcity, but rather on the game, to ensure anyone could purchase a pair of sneakers for under \$20 with a caveat that only experienced players could customize their assets to their liking.

In the metaverse, brands can reinvent themselves and shape the user experience. They are gradually building a brand image in the metaverse. It represents a prevailing current and future lucrative potential in which brands can engage a younger audience. As virtual spaces allow for permanent interaction, brands will be in direct contact with their users and will be able to innovate with new ways of engagement and brand loyalty.



01 - Gucci Town in the Roblox metaverse © Gucci



02



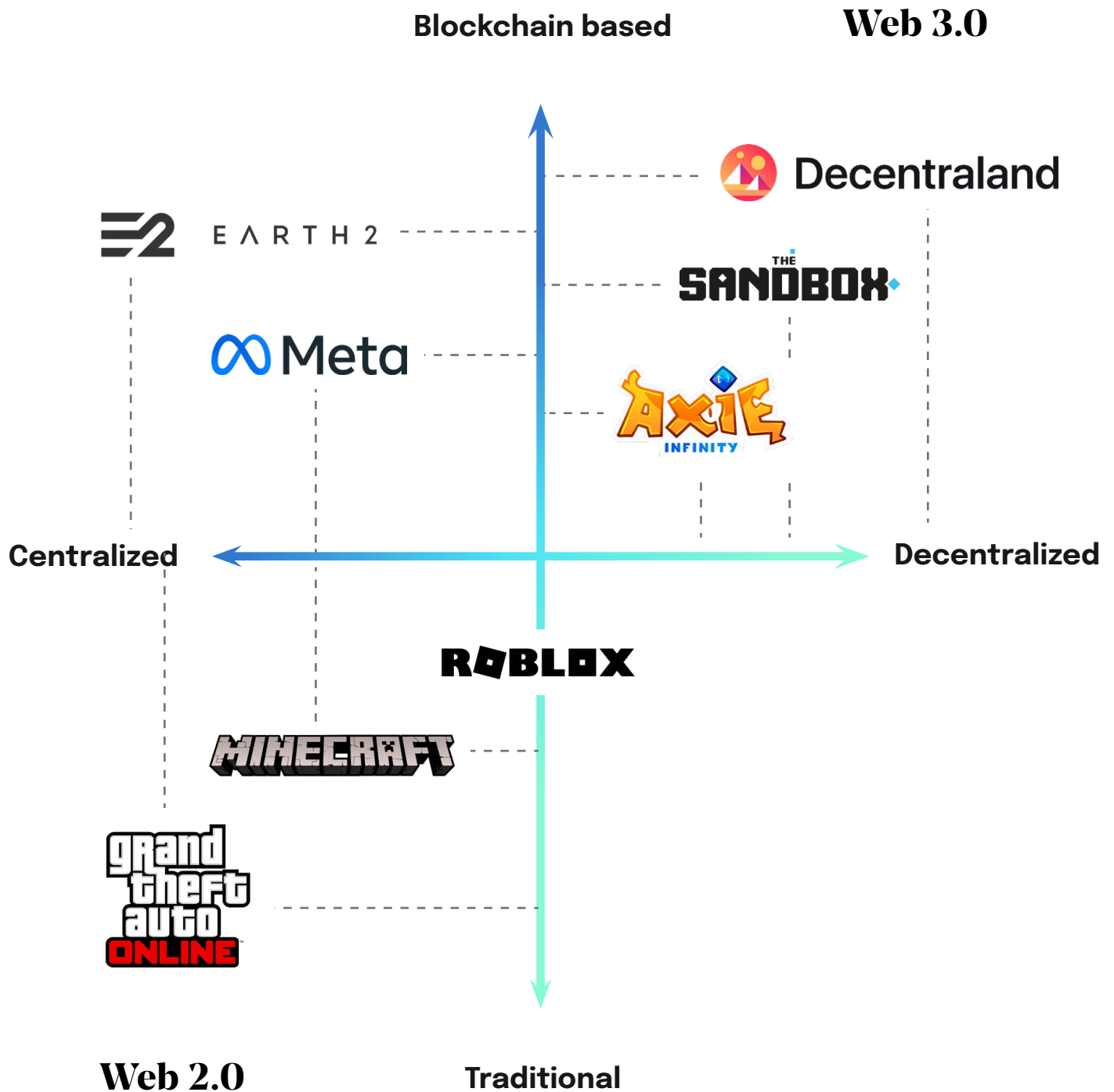
03



04

02 - Gucci Town in the Roblox metaverse © Gucci
 03 - Coca-Cola NFTs - Decentraland
 © The Coca-Cola Company
 04 - Nike Air Jordans - Fortnite © Nike

The different types of metaverse



*7/ The role
of NFT
Avatars in the
construction of*
Metafashion



AN AVATAR IN ITS RAW FORM IS SIMPLY A DIGITAL REPRESENTATION, ON THE WEB OR IN A LOCAL GAME, OF A USER. AVATARS IN THE METAVERSE ARE ESSENTIAL AND EMBODY THE PROMISE OF INTEROPERABILITY BETWEEN ALL THE METAVERSE CONSTITUENTS.

It is the link between the real user and their presence in the virtual world. In the Fashion world, an avatar is the ideal element for the use or exchange of branded wearables, away to walk around a virtual mall, store and more. But an avatar has three specificities in the metaverse:

01 An Identity marker

While the avatar will primarily be a digital identifier, the NFT avatar will also act as a social marker and the starting point for a multitude of interactions. The rarity and uniqueness of NFT avatars has made them incredibly popular. NFT avatar owners will often use their profile pictures on social media, collecting them to generate attention within communities accustomed to NFTs. This is an opportunity for the holder of a Fashion-branded wearable to have their avatar wear it as in real life, because in the metaverse too, users need to look good and show their uniqueness.

MetaFashion has the advantage of breaking the physical world barriers. While in real life a user will be constrained by the comfort of the garment, in the metaverse, it will be a matter of freedom. It is therefore the possibility for brands to make unique, extraordinary wearables for their users, able to reflect the impossible of reality that becomes possible in the metaverse. It may not be possible for the consumer to wear a gigantic tiara in real life because of the weight, but in the metaverse, everything becomes possible.

02 The community aspect

NFT avatars are the elements that build communities of NFT enthusiasts, in real life and even more so in the metaverse. Users are very often driven by the need to be part of a community. The talks of the communities on social media will strengthen the feeling of belonging to a group of individuals driven by the need to own a branded NFT avatar. Holding an NFT avatar may allow one to penetrate exclusive circles or to access perks in real life, such as participating in events or winning exclusive gifts (e.g. a virtual Gucci or Louis Vuitton purse).

03 The Uniqueness

An NFT avatar is basically a unique asset and someone who owns it will be the only one to have it. The NFTs as a digital property certificate will certify that the NFT avatar belongs to its sole owner. An NFT avatar with the most unique characteristics will see its price on the market rise. And when one of the avatars in a collection is desirable enough to a large audience to create demand, the rest of the collection becomes much more valuable. What better way for a user to own a unique avatar from their favorite Fashion brand?

Part 2

*Why luxury fashion brands
must join the NFTs and
Web3 movement*



The luxury fashion industry is one of the largest, valued in the billions of dollars. It is also an industry that heavily relies on physical goods and manufacturing. With NFTs and the metaverse, the mechanisms of economic growth in fashion are rapidly evolving, and going virtual to create or strengthen web presence is becoming crucial. The most popular fashion brands, for example, are already players in the metaverse, as well as those in the luxury sector.

Seizing the power of these new technologies can be the key to transforming one's business and inserting oneself in a dynamic of progress. Here, we discuss how to integrate them into your marketing strategy.

1/ *Enrich* *your brand* **experience**

THE METAVERSE IS BUILT TO DELIVER NEW, PERSONALIZED EXPERIENCES THAT ARE UNLIKE ANY OTHER. IT IS THEREFORE THE IDEAL PLACE FOR A BRAND TO ENRICH THE EXPERIENCES OF ITS CUSTOMERS AND COMMUNITIES.

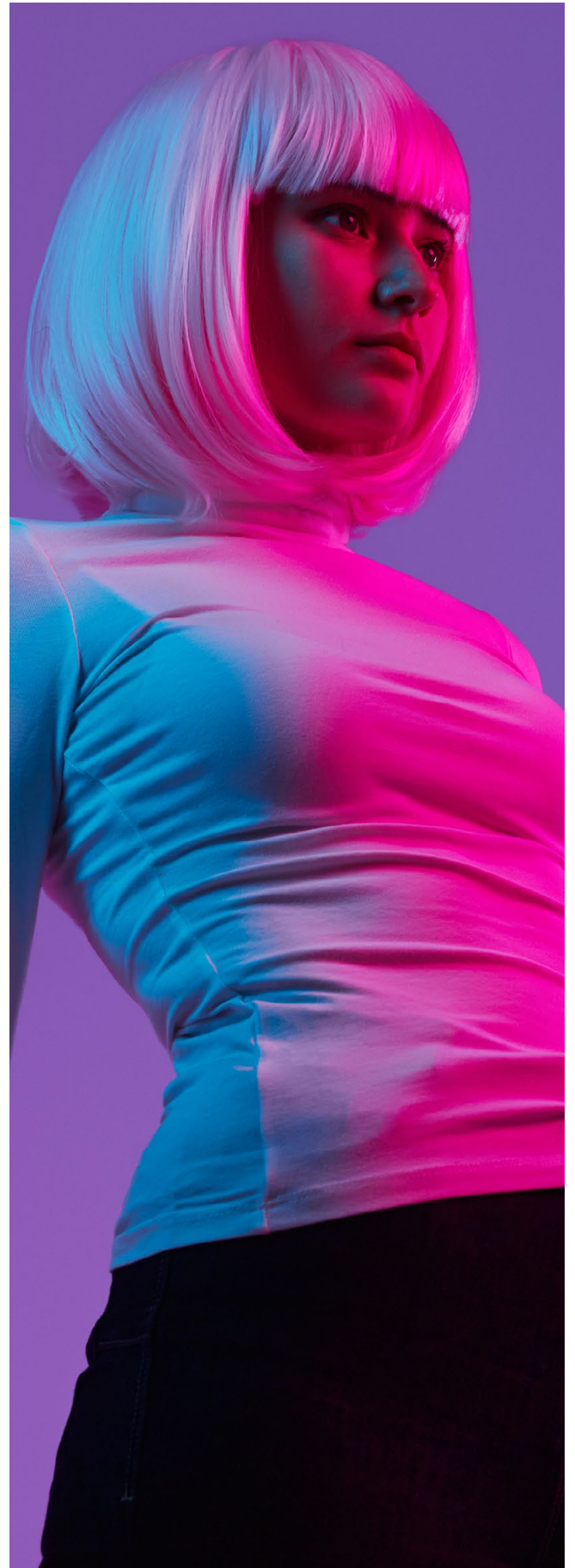
The possibilities are unlimited in a universe where it's all about «showing» and not about explaining or trying to convey messages with words, like the more traditional physical or digital worlds.

01 *Get in line with new* **digital uses**

In France, one third of the population is familiar with the concept of the metaverse, and 44% of them believe that metaverse spaces are everyday spaces or will be within the next year.

If some luxury brands did not take the digital turn in Web2 at its beginning, they are on the front line to enter the metaverse, using new codes coming from digital and street culture to embed them within Web3. **NFT drops are inspired by sneaker drops and limited editions, while digital communities created with social media are even more present within the metaverse, where brands are directly able to talk with their clients and community.**

Web3 also reveals a new paradigm with the development of 3D. AR and VR are only in their infancy but will soon have a strong impact on how clients will perceive both physical and digital goods. Fitting a new piece of clothing in AR or a wearable for one's avatar in VR will become commonplace and brands will have to adapt themselves to these future standards.



Offer new kinds of experiences

The metaverse is the ideal place for luxury brands to go beyond their current image by trying new approaches adapted to these universes, allowing them to reach new consumers less targeted by traditional approaches of stores or static websites.

New experiences are varied and can address different objectives and targets. NFT drops and distribution of digital versions of collections have been launched by brands such as Ralph Lauren and Balenciaga. Events taking place entirely in the metaverse have been organized such as the Metaverse Fashion Week recently organized in Decentraland and exclusive presentations or gamification events such as the one organized by Louis Vuitton for the founder's birthday.

The metaverse also offers opportunities for more exclusivity, the pinnacle of desired experiences for luxury brands: exclusive releases and limited series of products, dedicated advisors in the form of avatars, virtual fittings and so much more.

Lastly, some metaverse universes allow you to recreate private discussion spaces, like a Web3 forum, as Lacoste did very recently on Discord by managing to gather 66,000 people in less than 4 days into its community, in preparation for NFT drops.

Create a new facet of your Omnichannel Customer Experience

The metaverse has become an important intersection between the brand and the customer. Therefore, brands must integrate into these spaces as a new step in the customer's experience with the brand.

These spaces further increase the number of cross-channel experiences: the community and the clients will be able to discover or become attached to the brand in one digital universe before discovering it in others and vice versa.

There is a clear opportunity for brands to cross sell their products between the physical and the digital worlds. For instance, many young clients might be interested in having the chance to wear their last pair of sneakers in the streets of London and in 3D on their avatar, paying only a small extra for the second version.

In terms of a 3D experience, developing NFT minting and drop events is a bridge to the current and future uses of the metaverse.

The metaverse, like the NFT, is a new way of interacting with clients. However, the assimilation of NFTs into the metaverse has not only changed the users' habits on virtual spaces, but also multiplied the interactions between individuals as well as between brands and their consumers.

Creating NFTs in the fashion industry also means preparing for the construction of new economic systems deeply rooted in digital technology. The next technologic wave of virtual and augmented reality headsets, glasses and even contact lenses will allow their democratization and the connection with the virtual will change. The NFTs will allow brands to set up a global presence in the metaverse, which will soon become an extension of real life.

Fashion brands, such as Gucci, understand the need to anticipate the future by positioning themselves in the virtual world of tomorrow. It is with the aim of finding their consumers at every stage, offering them unique experiences, and reinforcing their loyalty to the brand by prioritizing exclusivity.

2/ Reaching new communities

BROADENING THE CONSUMER MARKET TOWARDS YOUNGER GENERATIONS HAS BEEN A CHALLENGE FOR LUXURY BRANDS. HISTORICALLY, BRANDS HAVE RELIED ON IN-PERSON SALES MOTIONS AND WORD OF MOUTH TO PENETRATE THE MARKET. YET, THOSE METHODS NO LONGER SPEAK TO THE NEWER GENERATIONS OF BUYERS.

*These new buyers rely on social media and influencers to discover the next best thing. So the primary question is: **How does a brand target those customers while keeping true to its heritage and brand reputation?***

The metaverse allows one to reach and imagine this world where one can operate in person and virtually, separating the online value of products from the physical ones, and in some cases, create parallels between them.



Over the years, fashion houses succeeded in re-imagining a world where brands honed in on the consumers' experience, desires, and sense of community. **NFTs are today's technology enablers allowing the most innovative brands to become tomorrow's digital trends masters.**

The remaining question is to define metaverse segments and specific targets one can reach by developing NFTs. The targets are specific and need to be addressed differently.

01 Generation Z

Those that fall within Gen Z are digitally empowered and need a digital point of contact with their favorite brands. There also needs to be alignment between the brand and their core values before engagement will happen on a consistent basis and brand loyalty is formed.

44% of Gen Zers said that, if given the opportunity, they would like to submit ideas for product design. Easy for NFTs to organize contests to create and include customers in the "creation experience" Gen Z brand relationships, Authenticity matters, IBM Institute for Business Value and in association with NRF

02 Crypto millionaires

A crypto millionaire is someone who has made millions of dollars from investing in cryptocurrencies during the early stages of its creation. Considered as visionaries and attracted by brands that can reunite fashion, innovation, and technology together, they have almost no financial limits towards buying online if they believe it's worth it.

03 Tech-Savvy

Being tech-savvy is going to become a huge part of the global population. They are a segment of people who value a brand or a product due to their presence in the "tech universe" and think that digital-native or digital-empowered brands are worth buying or wearing in their daily life. Don't forget their advertising potential due to their technology footprint.

04 Metaverse early adopters

Considered as a "niche market", early adopters need special appreciation in the brand targeting strategy. As a matter of fact, they are key to increasing brand recognition in the metaverse, not only by buying products and services but for their ability to influence others.

Studying their behaviors, attitudes and desires will help to strengthen the metaverse strategy while building a new audience in another "world". These early adopters are business partners and can be seen as an extension of the marketing arm, providing information and guidelines on how to navigate this new "marketing" world.

3/ Strengthen your brand loyalty

THE METAVERSE IS A UNIQUE SPACE FOR INTERACTION WITH A COMMUNITY OR WITH THE AVATARS OF POTENTIAL CLIENTS (PERSONAL DIGITAL DOUBLES). THESE NEW AND HIGHLY EXPERIENTIAL INTERACTION SPACES ALLOW A BRAND TO REINFORCE OR CREATE BRAND LOYALTY.

01 New Reward Areas

*Putting NFTs on sale does not stop exclusively at creating a memorable virtual experience for consumers. **NFTs also create more loyal communities**, or even levels of brand loyalty.*

This is done through rewards granted to the most loyal customers in the form of NFTs, depending on the level, and rewards that can give access to private and exclusive events of the brand to which only NFT holders are entitled, drops (sale of exclusive NFTs of the brand), etc. *It is **a way to create a very strong feeling of belonging to the brand and its universe, building continued loyalty.***

For its holders, the NFT is also a marker of prestige. Those who own branded NFTs are part of the brand's exclusive club, strengthening one's presence within the brand's community, powering a feeling of belonging for clients, who feel privileged and unique.

*Play-to-earn is also a way to reward the most loyal members of the brand's community. **As metaverse experiences can be easily gamified**, proposing a quest to the brand's community might be a great way to engage them.* With play-to-earn, some of the most engaged participants will be able to win unique prizes like special NFTs only available for people who have finished a quest or a game.

All the members of the community who try to achieve the quest will enter into the Brand's universe and the winner will appreciate the essence of succeeding.

02 Contribute to brand desirability

The metaverse experience is just the beginning, opening a doorway into new experiences that don't impede a brand's culture and identity. It allows brands to go even further in maintaining a high level of desirability.

The Metaverse allows the mass market to enter the brand's universe by offering free and accessible experiences. For example, Givenchy opened its Beauty House in Roblox, a platform where more than 50 million players (of which 67% are under 16 years old) can access the experience. By branching into a new space with new potential clients, Givenchy has promoted their ideology and increased its global awareness.

In addition to these experiences, brands have the ability to promote further exclusivity. Limited NFT collections or invitations to events, are catalysts of that need. **Metaverse and luxury are made to go hand in hand!**

03 Omnichannel loyalty

This culture of scarcity also makes it possible to link the physical and digital worlds. For example, members of metaverse communities or NFT holders can benefit from exclusive experiences in the physical world or be given access to private collections.

That's where the magic happens: the digital community becomes a customer of the physical world because of its attachment to the brand and the feeling of exclusivity that the brand grants.

Gucci created such an effect, by organizing a party in "real life", solely for NFT holders.



4/ Build trust around your brand

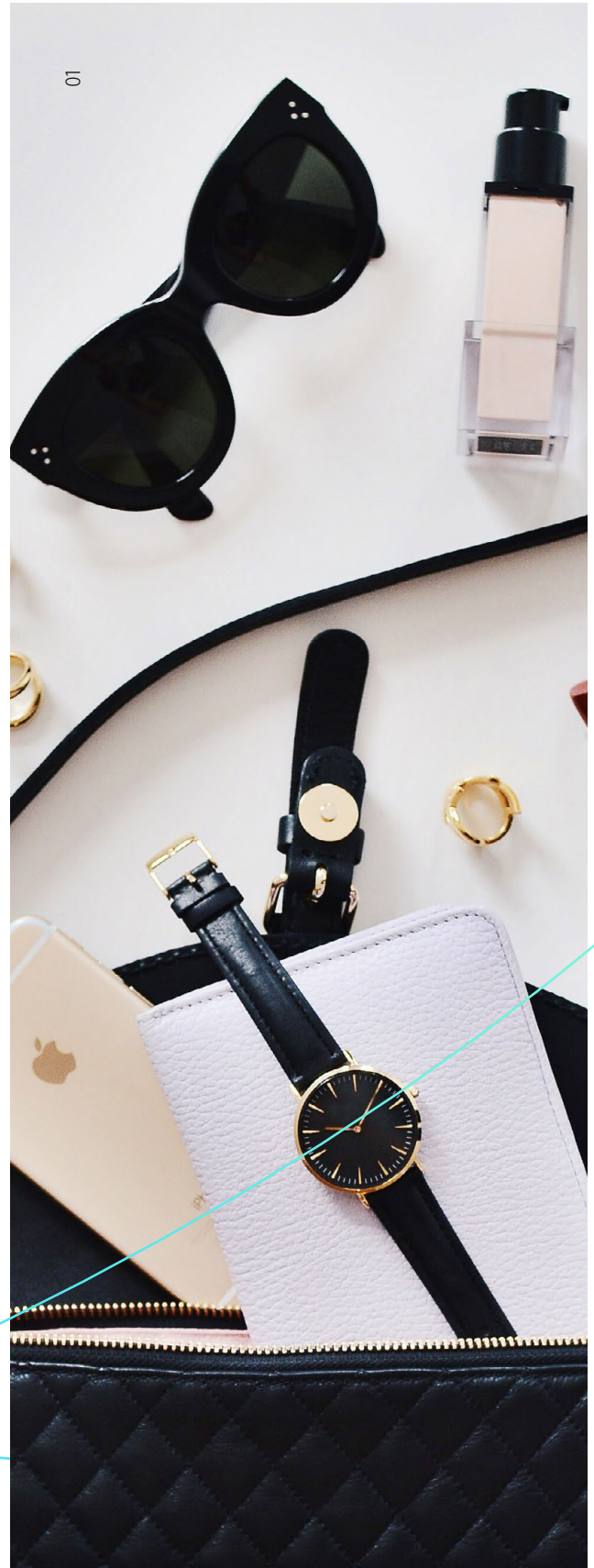
01 Avoid counterfeiting and be prepared against intellectual property theft

NFTs will allow brands to regain control over the profits from their works. In 2019 in particular, counterfeiting revenues were estimated at \$464 billion according to the European Union Intellectual Property Office.

The most counterfeited products were from the tannery, cosmetics and perfume industries. This situation damages brands because it reduces their profits, the most impacted sector being the luxury sector.

Counterfeiting not only hurts the brands that are victims of it, but also their consumers who may be cheated and defrauded. To avoid these adverse effects on their image, luxury brands can use NFTs in order to protect themselves from falsified products.

The blockchain system allows the brand to trace the manufacturing process and assure authenticity of its products.



01 - What's in my bag



The LVMH group, together with Prada, Richemont and more lately Mercedes-Benz developed the Aura blockchain in response to the multiple counterfeiting problems it was facing. This platform makes it possible to trace every step of a product's manufacturing process: from raw materials to sale and even transportation.

These steps are kept and sealed in the tamper-proof blockchain. The items purchased are therefore provided with this certificate of authenticity NFTs which helps to reassure the consumer on their purchase.

The consortium also answers consumers expectations for more transparency about the origin and the making of their products. With their NFTs, they will be able to track the entire product lifecycle and be reassured about the use of the best raw materials and their sustainability.

NFTs used in the luxury goods space offer potential in the case of ensuring consumer satisfaction and continued loyalty.

By tracking product lifecycles in this space, brands are able to maintain full transparency for their consumers. This ability forges deeper brand loyalty and positive perceptions from new clientele. NFTs support the relationship between brand and consumer by providing transparency and trust.

The NFTs advent has proven that counterfeiting does not only concern physical products, but also digital products. The MetaBirkin NFTs of Hermès brand that do not come from the Hermès brand is an example of this.

Under the premise of «paying tribute» to one of the most famous Hermès handbags, an individual created and put on sale on OpenSea platform a limited edition of 100 Metabirkin NFTs, thus virtual bags, without the prior brand authorization.

Hermès has filed a complaint against the creator of those NFTs, Mason Rothschild, for violation of trademark rights under the intellectual property code. Brands will need to move quickly to “own” the digital attributes of their products so that others don’t step in and lay claim to this.

03



03 - Hermès Paris

02

Allow more transparency

Consumers want to know how a product is created, from material gathering all the way to being safely transported to them.

For example, the Aura blockchain protocol allows luxury brands to share the complete supply chain process with consumers through the NFT. Thanks to blockchain, the product lifecycle is no longer a mystery, answering a real call from clients searching for more awareness about their consumption.

03

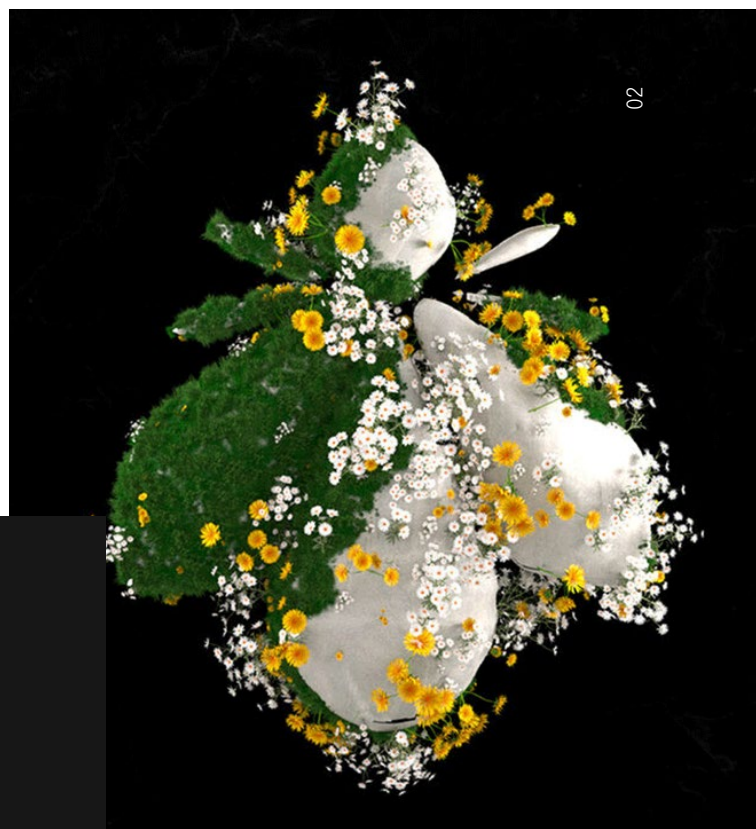
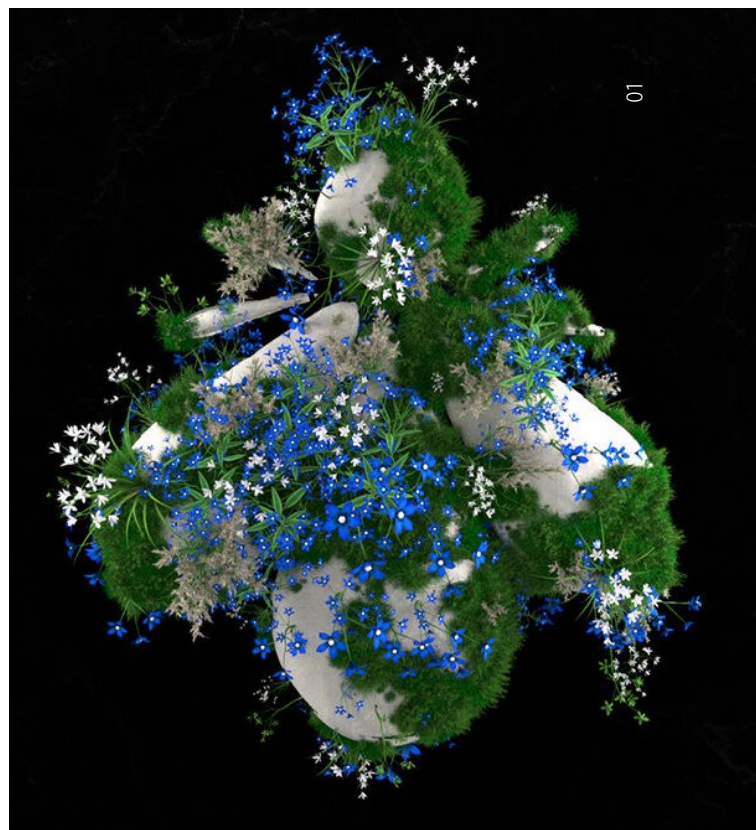
Is it possible to be sustainable in web3?

Web3 will have to face major challenges in terms of sustainability as digital and cryptos produce more and more greenhouse gas emissions. Still, there is an opportunity for brands to reinvent product consumption by offering a different experience in the metaverse.

The production of a digital wearable will be more sustainable than its physical equivalent. It represents 97% less greenhouse gas emission, no waste, no water consumption or pollution, no micro plastics in our seas...

By proposing 3D pre collections available in the metaverse, and only physically producing the bestsellers, brands will be able to avoid waste and regulate overproduction.

Web3 also offers the opportunity for brands to use NFTs to contribute for sustainable projects. Guerlain has launched the Reaverse project with a collection of NFTs cryptobees to support the rewilding of a natural reserve in France. While the funds collected with the sale of NFTs will allow the preservation of the ecosystem, NFTs owners will have the privilege to attend private events organized by la Maison Guerlain.



01 / 02 - Cryptobees

5/ Building a metaverse line of revenues and new business models

CREATING NFTS IN THE FASHION INDUSTRY ALSO MEANS PREPARING FOR THE CONSTRUCTION OF NEW ECONOMIC SYSTEMS MORE ROOTED IN DIGITAL TECHNOLOGY.

01 New marketing channels

New marketing channels in the service of historical business models and marketing investments, can be assessed by a return on investment on “tangible” products or services turnover.

Marketing brands via the metaverse allows for the opening of new horizons with brand awareness and even different kinds of interactions with customers: feedback, product exclusives, community forums, etc. Furthermore, by launching those new interactions, luxury brands will be able to develop new ways of increasing sales and driving customer growth in boutiques.

These new experiences could be personalized in infinite ways to develop loyalty and a premium brand image.

Hosting exclusive events, offering digitally empowered products (NFTs), and stimulating the customer tendency to mix buying digitally and in reality are a few opportunities to grow a brand's reputation and suite of offerings.

02

Create and develop a new line of digital revenues in the metaverse.

In the context of increasing the digital identity value, the metaverse opens the door to buying branded products and setting the value at more or less expensive than its physical counterpart.

This in turn benefits consumers less aware of luxury goods or are unable to afford the physical item. If wearing Louis Vuitton or Gucci isn't always accessible for small wallets or people unfamiliar with luxury codes, it will become easy thanks to the Metaverses (examples of Roblox or Decentraland).

That's why the fashion industry has been quick to digitize, with many brands offering digital collections. And with outfits increasingly being produced within the metaverse, growth will continue in this industry.

The Nike brand and its NFT Cryptokicks is an example of virtual fashion, leading the charge in virtual fashion and promoting the concept of skins.

Fashion brands already decided to enter the metaverse market such as Nike who decided to launch a full digital line called "CryptoKicks", with premium sneakers Nike Dunk Genesis in association with RTFKT for the design surfing on the wave of "digital crafting", the new art for 3D-objects in the metaverse and adopting the new codes for digital luxury at the modest amount of 6 000€, but already climbing over 8 000€ for some second-hand models with special skins. For information, RTFKT has already announced that there will be skins created by the community for the Dunk Genesis.

In terms of MetaFashion, the Web3 Native Vertical Brands in the market embody the idea of total virtual fashion. This is a phenomenon that is becoming more and more popular and quickly gaining momentum. These are companies or platforms native to the digital world becoming major players in the digital fashion industry asking the question of the near future shape of the fashion industry and its historical big players.



CryptoKicks © Nike

Focus on 100% virtual fashion brands

Tribute Brand

A digital-only contactless platform. The principle is that users after purchasing their wearable, send a photo of them. A few days later, those users receive the same photo but this time, they find themselves wearing the wearable previously purchased.

DressX

This platform works almost on the same principle, but here, the outfits are out of the ordinary and inspired by the imaginary science fiction or celebrity outfits. An application via Snapchat is available to try on the wearable directly.

The Fabricant

This purely digital fashion house allows its customers to get clothes modeled in 3D that they can then try on with Virtual Reality.

Futures Factory

A fashion tech startup operating at the forefront of the sneakers culture and the creator economy, aiming to empower creators to design the future of footwear through a NFT platform and an accelerator.

01 - Puma with The Fabricant



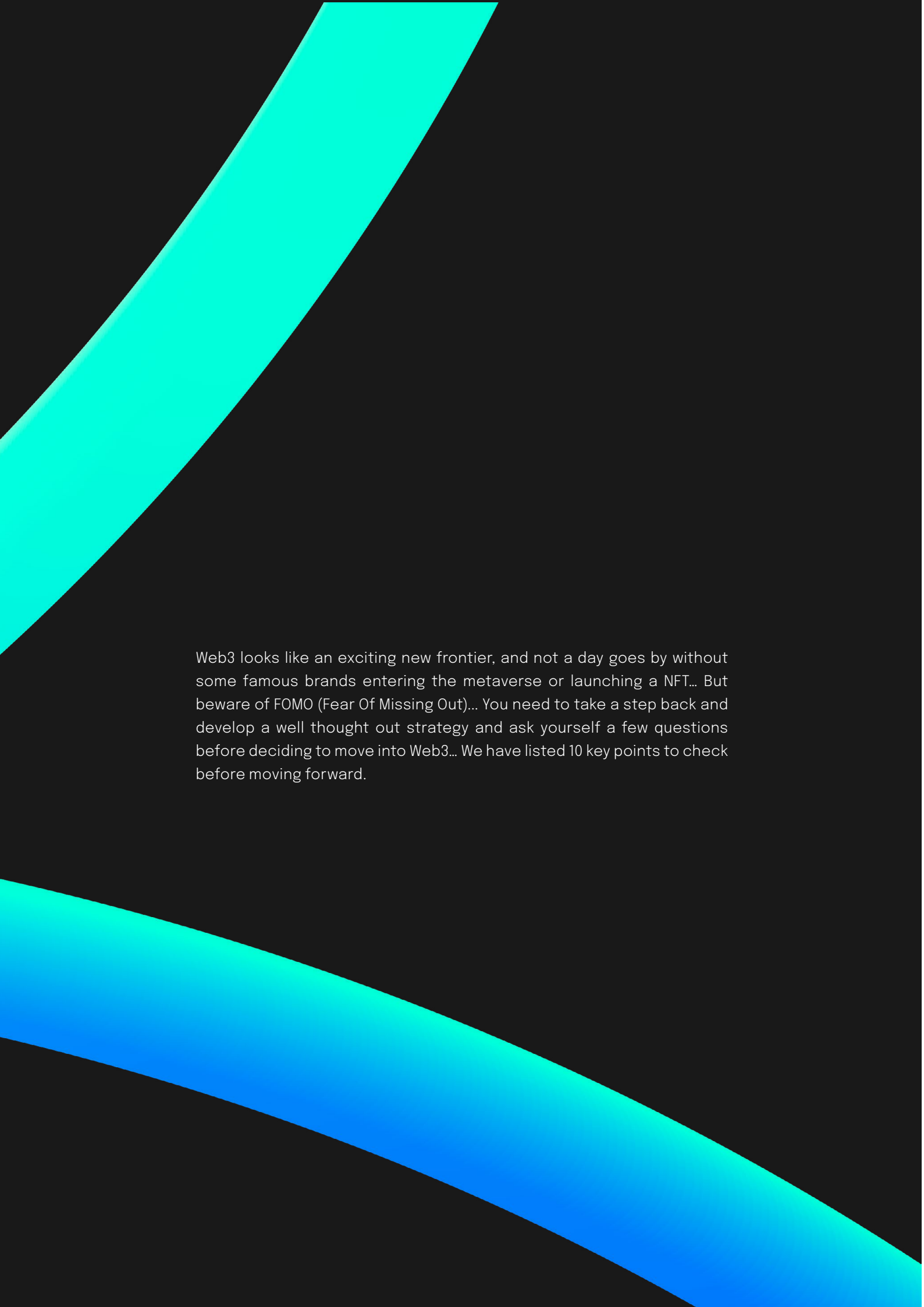


02 / 03 - Digital clothes

Part 3

*10 questions you should
answer before getting into
web3*





Web3 looks like an exciting new frontier, and not a day goes by without some famous brands entering the metaverse or launching a NFT... But beware of FOMO (Fear Of Missing Out)... You need to take a step back and develop a well thought out strategy and ask yourself a few questions before deciding to move into Web3... We have listed 10 key points to check before moving forward.

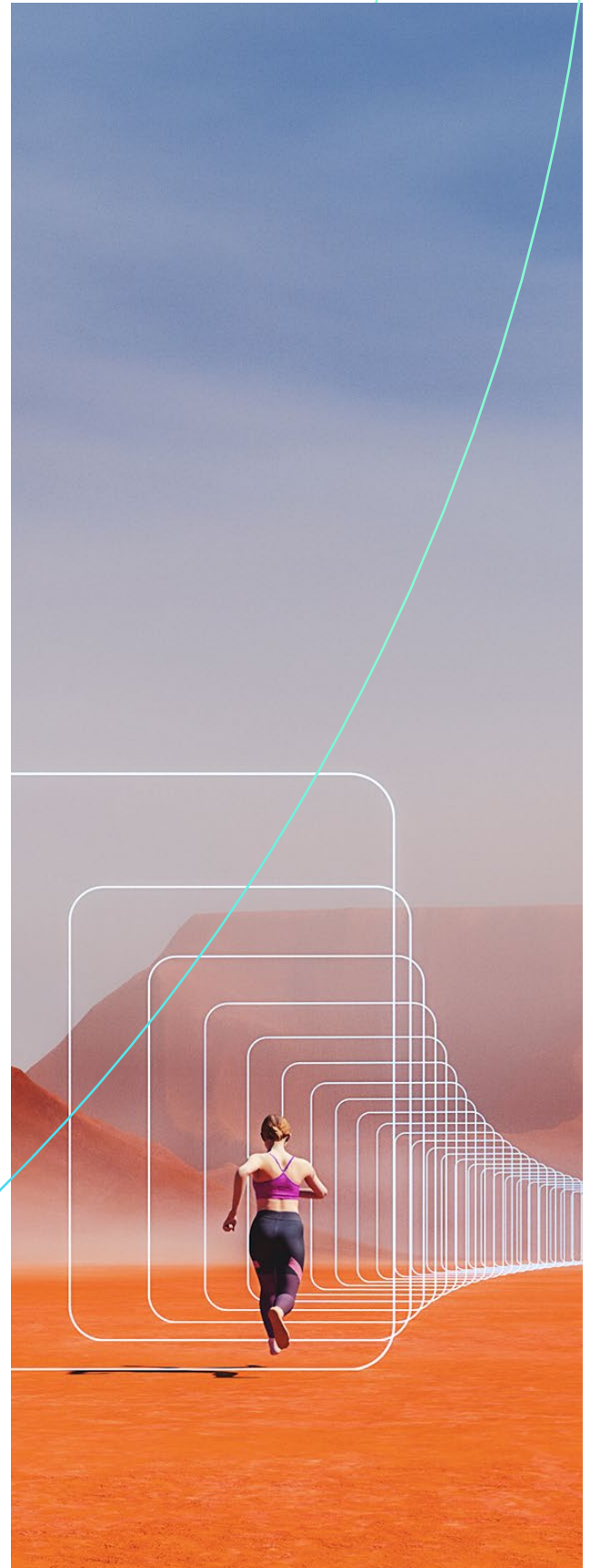
1/ Acculturation

How familiar are you with the Web3 environment?

To succeed at a game or in business, it is important to understand the environment and its rules prior to investing. There are dozens of metaverse platforms and NFT offerings spanning art to real estate to luxury goods.

To become well acquainted with the concept, take time to speak with experts, ask questions, and assess the different points of view. Take the time to learn about the platform and the ecosystem, the use cases, and the both successful and failed projects.

As soon as you understand the technology, use -cases and culture, you will be ready to get started. Once a strong foundation is set and all risks thought through and addressed, the journey into the metaverse can begin.





2/ *Brand DNA*

What is your brand strength and DNA?

You need to be crystal clear on who you are in order to define coherent objectives, targets and actions. A brand might use NFTs (non-fungible tokens) to boost the perceived value of its image or to generate revenues. NFTs act in a supportive role and do not form the basis of a corporate or digital strategy. Without complete understanding of a brand's overall goals, there is no value to entering the metaverse or creating an NFT.

For example, within the luxury goods space, consumers value recognition for completing a purchase (via certificates). An NFT acts as that certificate, asserting the purchased products followed a specific design and manufacturing process. Though it may not be the catalyst to selling more goods, it is the insurance that the goods are not falsified.

3/ Audience segmentation

Who is the target audience and what are their habits?

While the cryptocurrency world is more dominated by millennials, NFTs seem to capture the interest of Gen Z more. The benefit of the metaverse is diversity in platform and the ability to target a multitude of audiences. Given where trends are moving, Gen Z is more inclined to use digital technology as a form of self representation.

As an example, digital art may not merely be a hobby, but a means of self expression and a defined asset class. This can be achieved through NFT collections, illustrated through the PFP (Profile For Picture). The uniqueness of NFTs also demonstrates the individuality of each user. Through simple images authenticated by blockchain technology, Gen Z users can create an identity marker.

Make sure your Web3 project makes sense for your audience. Does your audience use the metaverse and NFTs? If so, what platform and for what purpose: for fun, for communication, for collecting art, for buying virtual clothes, etc.? Regardless of the exclusivity of your metaverse experience, when pricing out NFTs, income and demographics of the audience need to be considered.

Make sure to have a reality check of what platforms the audience is REALLY using. Customers are changing their behaviors pretty fast nowadays and things can be really different from one country to another, from one tribe (fan of sport or of fashion) to another. Check in with your media and social media agency and/or talk with real customers to avoid misconceptions and wrong ideas about their behavior. It's key to understand how your target is using:

- *Traditional social media platforms (e.g. YouTube, FB, Instagram, Snapchat)*
- *New social media platforms (e.g. Twitch, TikTok, Discord)*
- *Video games and proto-metaverses (e.g. Fortnite, GTA, Pokémon Go)*
- *E-Commerce websites (e.g. Amazon, Shein, Vinted)*
- *NFT marketplaces (e.g. Opensea, Rarible, Super Rare, Foundation, Zora)*
- *Metaverses (e.g. Horizon, Decentraland, SandBox, Spatial, Roblox, Minecraft)*

Alongside technological usage, make sure to understand the habits on these platforms. Why are they on them? To value individual expression and showcase their personality online, to be creative, to flex (show off), to connect with others, to have fun and be entertained, to shop, etc.?



4/ Objectives

What are your key objectives?

Being in the metaverse or launching an NFT is not a goal but a means to an end. Going there because of FOMO or because the competition is there, isn't a good enough reason to start.

*You need to be very clear to your team, manager, and agency partners **what's your real "north star": temporary buzz for a product launch, test and learn, revenue generation with existing clients or recruiting new ones?***



5/ Message

What message do you want your audience to remember?

*You need strong storytelling around a Web3 project. **What's the concrete purpose of your project, campaign, or initiative? And more importantly, don't only think about you!***

What's the real value proposition for the community members? Nobody cares if you are just present in the metaverse or have launched a NFT. How is your action really creative, fun, inspiring, useful, etc.? What do you bring to the table? How do you really help this community flourish?

If you don't bring value or if your action is blurry, boring or confusing, don't expect your message to spread to the audience or the media. There is already so much great content and experiences, that the community won't tolerate noise, basic advertising and bullshit corporate concepts. It's the story that captures the attention and the wallets of people.

6/ Strategy

What's your strategy?

*There are several factors to take into consideration before venturing into the metaverse: **will it be a one time event or NFT drop, a test and learn experience, a massive e-commerce or communication campaign?***

Think about potential collaborations that could skyrocket the project. In addition, breakdown the price and supply strategy to ensure no time is wasted.



7/ Technologies and touchpoints

What metaverse platform do you want to use?

Decide which metaverse or NFT platform is the best suited based on the following criteria: on or off blockchain, visual identity, number of users, type of users, cost and functionalities. There are also opportunities to create a platform specific to the brand, that may be more cost effective and customizable.

What are the technologies you want to build on?

The following are technologies to build upon: AR, 3D, blockchain, crypto, VR. If Gen Z is targeted, the brand will need to be accessible via Web3 and Smartphones.

Do you really need the Blockchain for your project?

Sometimes blockchain and NFTs are not useful and there may be many other technologies that may be better suited to the goals of the brand. *Don't launch NFTs or 3D experiences if the benefits of the project have not been clearly defined.*

Environmental reminder

Depending on the blockchain, NFTs can be very energy consuming. Building on Proof of Stake blockchain such as Polygon or Tezos can reduce the impact by up to 99%.

Many metaverse worlds require a lot of processing power from the server and user side and if a virtual reality headset is required a lot of additional digital and carbon pollution.

On the other hand, virtual worlds and assets might avoid a lot of useless traveling, transport and manufacturing. These are a few causes to consider before venturing down the metaverse path.

8/ Experience

What concrete experience and value do you want to provide to the users?

New offerings are constantly being added to the metaverse. How are you going to design and promote an exciting, impactful, immersive and interactive story and experience?

Fashion brands need to focus on the experience they deliver around NFTs and not the NFT itself: membership cards or tickets, providing access to events, exclusive merchandise, and special discounts – including serving as digital keys to online spaces where holders can engage with each other.

Experiences can be very diverse. They can range from games to a simple quest for identification. So, a brand will have to focus on the experience it intends to deliver. Gamification is, for example, one of the levers which works best. It is possible to propose a gaming experience, to earn NFTs. A brand can also bet on rarity as an experience, starting from the idea that the NFT as a dematerialized good is automatically unique and thus creates a storytelling around this unique token.

Belonging to a community can also be an experience created by a branded NFT, like a club. An NFT collection can offer the experience of bringing together the owners of a collection, bringing them a sense of belonging to a new community. Metaverse is only a tool... what do you want to create within it: a game, a quest, a party, a concert, a conference, a meeting, a shop?

9/ Evaluate the KPIs

What KPIs (and range) will you need to measure in order to evaluate success, and what tools & tags need to be set up?

- *Number of users, participants, emails, interactions?*
- *Community number*
- *\$ generated by NFT Sales*
- *\$ generated by the metaverse*
- *PR articles and exposure*
- *Users feedback & NPS*
- *Repeat users %*

10/ Resources and Constraints

You need to take into account many dimensions to make sure you are realistic in terms of budget, timing, and skills.

Timing?

*You should take time to create your project. **How much time do you have to plan and design it? 1 week, 1 month, 6 months?** Think short- mid- and long-term: what will happen after the launch or the initial event. Remember that metaverse or NFT marketplaces are open 24/7 with a worldwide audience in many languages! Most projects will require at least 1 to 2 months minimum.*

Budget?

Be sure to take everything into account: buying the land, building the space and content, but also promoting, managing and evolving it too. You need to keep at least 30% for marketing, promotion, evolution! With NFTs, if successful you can count on a % royalties on each NFT sales :)

Limits & Risks?

NFT, blockchain, Web3, metaverse are new and the wild west. There is a great deal of potential but also many unknowns and a clear lack of regulation.

*Try to anticipate the most common risks such as **security (cyber threats and online fraud risks), bugs & technical issues, intellectual property rights, e-reputation & bad buzz, scammers (e.g. fake marketplaces and influencers)..***

Have a few ideas of the possible remedies and make sure you know who to contact for each of these (internally and externally).

Expertise?

Do you and your team have the right skills internally or do you need to train or recruit?

Perhaps you rely on external partners/experts to speed up your learning curve while keeping risks low and avoiding basic mistakes.

Take more time before launch to plan and strategize, and you will save time, money and effort later. Being clear about your targets, objectives, and approach is a great way to align your brand goals with your agency efforts and reach success.

Part 4

*What is the next move
for brands wanting to get
started?*



1/ Be clear about your objectives and your targets

Metaverse audiences and communities can be volatile and prefer brands with a consistent approach, carrying one message rather than those that might spread themselves out too thinly.

2 / Develop your test and learn strategy

Depending on your audience, each action might have different results, a test & learn approach will help you to discover and reach your targeted audience by testing new concepts and exclusive experiences

3 / Onboard your team

If you want to ensure a consistent approach in Web3, you have to be sure that all internal staffs are trained on metaverse specificities and will be able to understand these new stakes and challenges.





4/ Use web3 **codes**

Perceptions and uses are very different in Web3 and communities are expecting something very different than in the real world. This new culture applies to all Web3 actors!

5/ Make it **accessible**

With Web3, you have the opportunity to deeply enhance your brand desirability! Be sure that everyone will feel welcome in your universe. All that matters is experience and your community will enjoy it even more if everyone can have a taste of it.



Thoughts

Web3, AI and its associated properties (blockchain, metaverse, NFTs, crypto, and much more) are part of a rapidly evolving space with a great deal of momentum and capital being invested in it.

Technology and its intersection with fashion is quickly becoming an entirely new vertical where brands and consumers have an opportunity to interact and engage seamlessly between the physical and digital worlds. And it is an intersection that customers are readily engaging in and driving the demand and innovation forward very quickly as a result.



Lucas Till

Head of Product, DAIS

Glossary (1/2)

Airdrop: A free distribution of a NFT or cryptocurrencies, under specific conditions, issued either by the creators of a new NFT project, by an artist, a platform or a brand wanting to thank their communities by a reward.

Artificial Intelligence: AI. A set of the techniques used to create machines and programs capable of simulating human intelligence.

Asset: A digital resource able to be exploited. An asset can be a stock, a cryptocurrency, an NFT, etc.

Augmented Reality for the web: Web AR. It refers to a technology offering augmented reality experiences directly on the web, in direct loading, from a web browser, without the need for the user to go through a mobile or tablet app.

Augmented Reality: AR. The incrustation of virtual elements in a real environment visible with devices such as augmented reality glasses or a smartphone.

Blockchain: A database relying on a decentralized system based on cryptography, which lists transactions organized in a sequence of blocks, with each transaction validated by series of calculations. Known as tamper-proof, it is the basis of cryptocurrencies. Some blockchains can establish smart contracts as well.

Collectibles: set of diverse and varied tokens which can be collected, resold, etc. One of the most popular NFTs collectibles include cryptokitties whose objective was to gather cats with atypical physical traits.

Cryptocurrency: Digital alternative to traditional currency introduced by the cryptocurrency named bitcoin in 2009. It uses blockchain technology.

DAO: Decentralized Autonomous Organization, refers to a type of governance within the Web. It allows owners of a cryptocurrency token to vote on the direction of a project.

DeFi: Decentralized finance, a set of financial protocols using the blockchain system. Opposed to the Traditional Finance represented by banks, brokers, loan organizations, and usual savings systems, DeFi aims at performing the same functions but in a decentralized way.

Drop: A work or collection put on sale by an artist, a platform or a brand in crypto.

ERC-721: Standard automatically assigned to NFT, it refers to the non-fungibility characteristic representing a unique token. The main standard of an NFT will be based on a set of unique token information such as its popularity, its age, and its degree of rarity.

Genesis: First work or first collection deposited by an artist or a brand on a platform. The «Genesis» works are particularly sought after.

Marketplace: Platform where NFTs can be bought and sold. Transactions related to NFTs take place on these platforms.

Glossary (2/2)

Metaverses: The web transformation into an immersive virtual and persistent 3D place. It is an online universe, accessible to everyone with an infinite number of interactions.

Mint: The act of forging or creating an NFT and registering it on a blockchain. It is the same principle as minting a coin in real life.

NFT: Non-fungible token, a unique digital tamper-proof property which cannot be interchanged and is certified through the decentralized and secure system blockchain with the role of validating its authenticity.

Play-to-earn: A gamification concept in which users get a reward for playing in a game. The reward can take the form of cryptocurrencies or assets they can invest or use on multiple platforms.

Skins: An asset in the form of appearance a game character can take on to change its look without an impact on the game progression.

Smart Contracts: An extremely important feature added to the Ethereum blockchain, which allowed the advent of NFTs. The smart contract allows the creation of applications, small programs using the Ethereum infrastructure and thus benefiting from its immutability, decentralization and security.

Token: A digital token exchangeable on a blockchain. A digital asset used to raise funds in the cryptocurrency world and giving access to a right of use and not to shares of the capital.

Utility token: A digital asset offering specific services to its owners. It can be a domain name for example.

Virtual Reality: VR. The simulation of a user's physical presence in an artificial environment with devices such as VR headset. It allows the user to interact and move in a virtual universe.

Wallet: A digital wallet on computer or mobile in which a user stores cryptocurrency or NFTs.

Wearable (Digital): What an avatar can wear as garment or clothing in a digital environment such as a metaverse.

Web3: The third generation of the Internet where online services and platforms move to a model based on blockchains and cryptocurrencies. It means that infrastructure is decentralized, and anyone in possession of a token associated with that infrastructure has some control over it.



ABOUT /

DAIS NETWORK



DAIS

DAIS, WEB3'S FIRST SUSTAINABLE AI-POWERED NFT FASHION PLATFORM

The web3 platform that merges cutting-edge blockchain technology with fashion. DAIS is a groundbreaking fashion NFT ecosystem that is revolutionizing the way individuals and brands shop for, manage, and wear their fashion NFTs.

It provides real-time data curation to create the perfect wardrobe for each user into the metaverse, as well as features such as the ability to instantly create, buy, sell, and trade NFTs.

Furthermore, DAIS is committed to sustainability and conscious living, allowing users to reduce their fashion carbon footprint and contribute to a more sustainable future.

www.dais.network

DAIS

DAIS Ecosystem

AI POWERED TRY-ON

With DAIS, you can revolutionize your digital fashion look! Our Augmented Reality (AR) and Artificial Intelligence (AI) technology gives you the ability to create your own custom digital fashion and NFT items, twins and wear them in the metaverse through the use of live camera or even your favorite photos.

You can then share them on social media, creating a unique and one-of-a-kind digital fashion look that stands out! On DAIS, you can create digital fashion that is truly yours and ready to be worn in the metaverse.

AR NFT DESIGN STUDIO

With DAIS, creating is made simple. It gives users the opportunity to express their creativity and create unique digital garments with custom textures, text and logo packs. At the same time, creators and brands can collaborate with our community, providing textures and artwork to be used in the design studio.

We strive to make blockchain technology as accessible and easy to use as possible, creating, selling, and buying digital fashion and NFTs in an experience that is just as easy as any other online shopping. We remove any technical obstacles, simplifying the process so that anyone can use it.

DEX EXCHANGE

DAIS DEX is an official decentralized exchange that operates on our platform and functions like a bank entity. It provides holders with the ability to swap independently to buy DAIS tokens directly and convert their winning rewards to other forms of currency.

This DEX is also the foundation upon which our community development efforts are based, integrating the marketplace, games, and other in-game apps to produce a smoother, faster, and stress-free overall experience.

DAIS NFT FASHION MARKETPLACE

www.dais.network



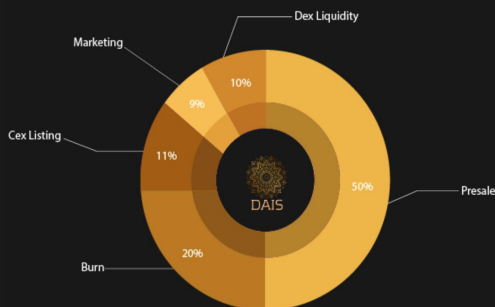


ABOUT /

DAIS Tokenomics

TOKENOMICS

TOKEN DISTRIBUTION



MORE TOKEN INFOS

- ERC - 20 ETH TOKEN**
- 20 BILLION TOTAL SUPPLY**
- SYMBOL: DAIS**

ROADMAP

DAIS roadmap is composed of four phases that corresponds to marketing and development stages of DAIS ecosystem.

Phase 1

- Build founding team
- NFTs, AI, Metaverse market research and analysis
- Development of Platform Document started
- Design of tokenomics and metaverse economy
- Smart contract interaction setup
- Launch of Web 3.0 platform
- Whitepaper release
- Smart contract audit
- Team KYC verify
- Establish initial community on social channels
- Marketing plan execution

Phase 2

- Presale launch
- PR & KOLs marketing drive
- CoinMarketCap listing
- CoinGecko listing
- Token listing on Uniswap
- CEX listing drive, DAIS aims to be on 4-6 top 10 exchanges
- Community growth

Phase 3

- Aggressive marketing
- Create partnership with established NFT, Metaverse and AI projects
- Gain further CEX listing
- Internal alpha testing
- NFT Marketplace
- Dais beta app launch

Phase 4

- Collaboration with famous fashion brands
- Mobile app live
- Dais Dex
- Trending everywhere
- Co-integrations with external metaverses
- Binance listing
- First exclusive sponsored fashion NFT event
- VR Spaces launch
- VR Games launch



DAIS TEAM



Brandon Routh - Founder & CEO



Daniel Scheinert - Lead Dev



Oliver Reed - Head of Growth



Lucas Till - Head of Product



DAIS Presale Stages

DAIS

Beta Presale

Price: \$0.0005
Total tokens: 2B

Stage 2

Price: \$0.0015
Total tokens: 2B

Stage 4

Price: \$0.0024
Total tokens: 2B

Stage 1

Price: \$0.001
Total tokens: 2B

Stage 3

Price: \$0.0019
Total tokens: 2B

Listing Price

\$0.003

hello@dais.network



W H I T E
P A P E R

DAIS

100% SECURE

Audited by
SOLIDProof



2023

Team KYC Verified by
Assure DeFi **CoinSniper**

