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# TRANSFORMING FASHION WITH NFTS



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# 01

## HYBRID PRODUCTS

Fashion NFTs merge physical and digital goods, enabling customers to trade the digital token before claiming the physical item. This innovation enhances traceability and authenticity while offering new revenue streams for brands.



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# 02

## DIGITAL COLLECTIBLES

NFT membership cards offer exclusive products and experiences, fostering brand loyalty and exposure. These collectibles help build dedicated communities around fashion brands, enhancing customer engagement.



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# 03

## PFP DERIVATIVES

Profile Picture (PFP) derivatives provide customizable NFT avatars. These options allow for personalization, enhancing user connection and brand loyalty through unique digital identities.



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# 04 METAVERSE FASHION

Digital-only fashion products for the metaverse include 3D apparel, avatars, and AR filters. These products enable interactive experiences, expanding fashion's reach into virtual environments.



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## DIGITAL AVATARS

Digital avatars represent individuals online, growing in importance with the metaverse. Customizing avatars with virtual fashion allows for personal expression and identity in digital spaces.



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## DIGITAL FASHION

Digital fashion offers sustainability, creativity, and easy customization. Consumers can try new styles instantly, reducing environmental impact and enhancing personal expression.



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# 07

## HYBRID NFT PRODUCTS

Combining physical garments with digital NFTs unlocks exclusive virtual content. This approach provides an immersive experience and valuable digital collectibles for consumers.



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## DIGITAL-ONLY PRODUCTS

Digital-only NFT fashion items, like virtual clothing, are traded and collected like physical goods. They offer flexibility, eliminating production constraints and allowing creative freedom.



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## DIGITAL EXPERIENCES

NFT-powered experiences, like virtual fashion shows, offer unique, interactive events. These experiences engage customers in ways traditional fashion cannot, enhancing brand connection.



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# 10 PHYSICAL EXPERIENCES

NFTs enhance physical experiences, such as pop-up shops, by providing access to exclusive digital content. This creates a bridge between physical and digital fashion worlds.



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# 11 BRANDED COLLECTIBLES

NFT collectibles act as marketing tools, creating exclusivity and community. They offer exclusive products, airdrops, and experiences, boosting engagement and loyalty among customers.



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## NFT DERIVATIVES

NFT derivatives modify existing NFTs, creating new versions. They offer opportunities for creators but require careful consideration of legal and ethical implications.



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## COMMUNICATION CHANNELS

Web3 advertising leverages platforms like Twitter and Discord. Brands can build buzz and reach new audiences, as demonstrated by significant increases in follower counts post-NFT announcements.



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# 14 AIRDROPS

Brands can airdrop promotional NFTs to wallet addresses, bypassing traditional marketing methods. This direct approach promotes collections and engages consumers more efficiently.



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## PROFIT FIRST MODEL

The Profit First, Deliver Later model raises funds via NFTs before production. This creates exclusivity, manages supply, and drives demand, exemplified by successful virtual sneaker sales.



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## SECONDARY MARKET

Hybrid NFTs enable royalties from secondary sales, providing ongoing revenue. This model benefits both brands and consumers by ensuring perpetual resale value and authenticity.



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# 17 TRACEABILITY

NFTs offer traceability and authenticity, protecting buyers from counterfeit goods. This innovation increases trust in luxury markets, appealing to consumers seeking verified products.



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## INTEROPERABILITY

Digital fashion outfits will feature interoperability labels, indicating supported metaverses. These labels ensure NFT functionality across platforms, enhancing their utility and value.



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## IP RIGHTS

Simplified IP rights labels on NFTs will clarify user permissions. Universal symbols will help consumers understand their rights, making the NFT market more accessible.



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## SOCIAL TOKENS

NFTs serve as social tokens, connecting brand communities. Exclusive experiences and benefits incentivize engagement, transforming traditional loyalty programs and membership models.



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# THE END

## I HOPE YOU ENJOYED

### HOW CAN WE ASSIST YOU?



**FUND RAISING & GRANTS ASSISTANCE:** Secure the resources you need to scale.



**COMMUNITY GROWTH & MANAGEMENT:** Expand and engage your community effectively.



**TURNKEY TECHNOLOGY FOR WEB3 PLATFORMS:** Simplify your tech journey in the decentralized space.



**SOCIAL MEDIA MARKETING:** Amplify your message and reach a larger audience.

## WEB3 ⚡ ORTEX

Elevate, Engage, Empower: Your One-Stop Web3 Solution.



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