

September 2022

WHITE PAPER

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ABOUT WEAR

THE NEXT-GEN LUXURY WEB3 PLATFORM, BRIDGING THE GAP BETWEEN PHYSICAL LUXURY GOODS AND DIGITAL COLLECTIBLES.

About

BUILT FOR LUXURY, POWERED BY BLOCKCHAIN.

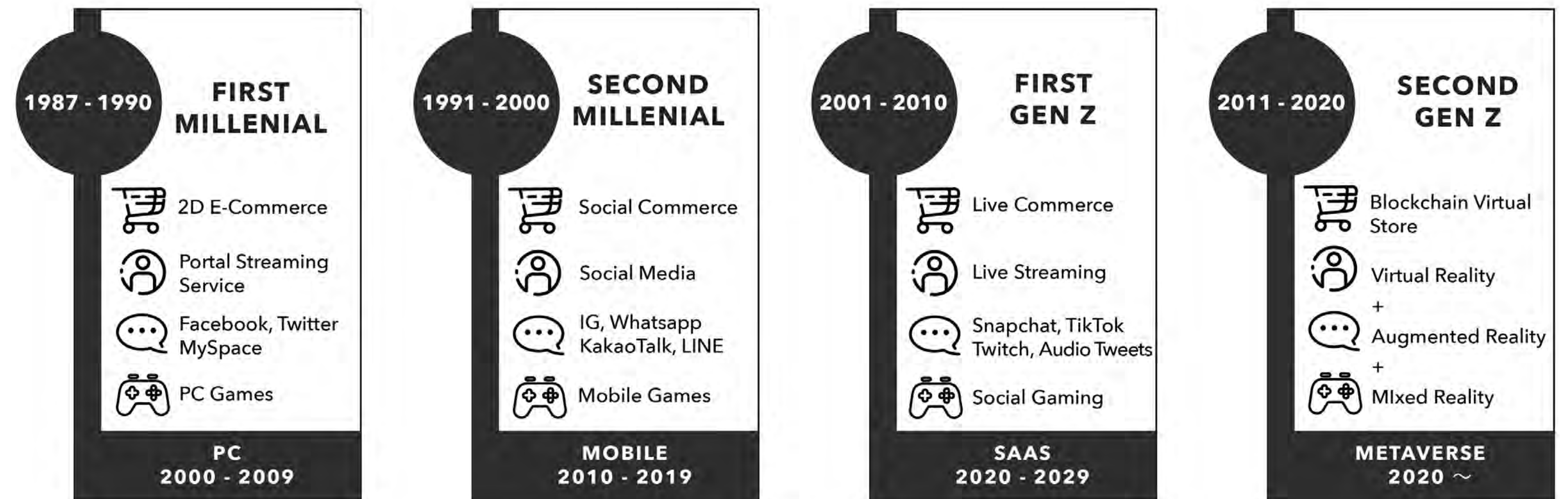
Formed in the midst of 2021's pandemic, when crypto had gone mainstream and digital assets were rapidly gaining legitimacy on a global stage. Part of a vision to realize the collaborative ownership of Web 3.0, WEAR was intended to bridge the gap between physical and digital luxury, through innovative use of technologies such as blockchain and Augmented Reality.

We've developed a one-of-a-kind Web3 platform that offers global brands and creatives new business models and revenue streams — new storytelling channels, activations, and engagement.

New Demands

THE RISE OF DIGITAL CONSUMERS.

- As the Metaverse emerges as a lucrative channel where digital consumers are already spending over \$100 billion on virtual goods and experiences. Luxury brand's involvement in the metaverse is emerging as a strategic pillar, rather than a one-off marketing ploy to reach new consumers.
- The average luxury consumer is getting younger. Millennials will comprise 50 percent of the global luxury market and Gen Zers 8 percent by 2025. The luxury, branded NFT market is predicted to reach \$56 billion USD by 2030 from \$4 billion in 2021.
- NFTs meet the requirements of luxury's historical infrastructure, providing an extension of a brand's lifestyle, and an opportunity to enhance their renowned exclusivity, authenticity and scarcity.



Market Overview

**THE COMBINED
NFT & METAVERSE
MARKET IS WORTH
\$607 BILLION.**

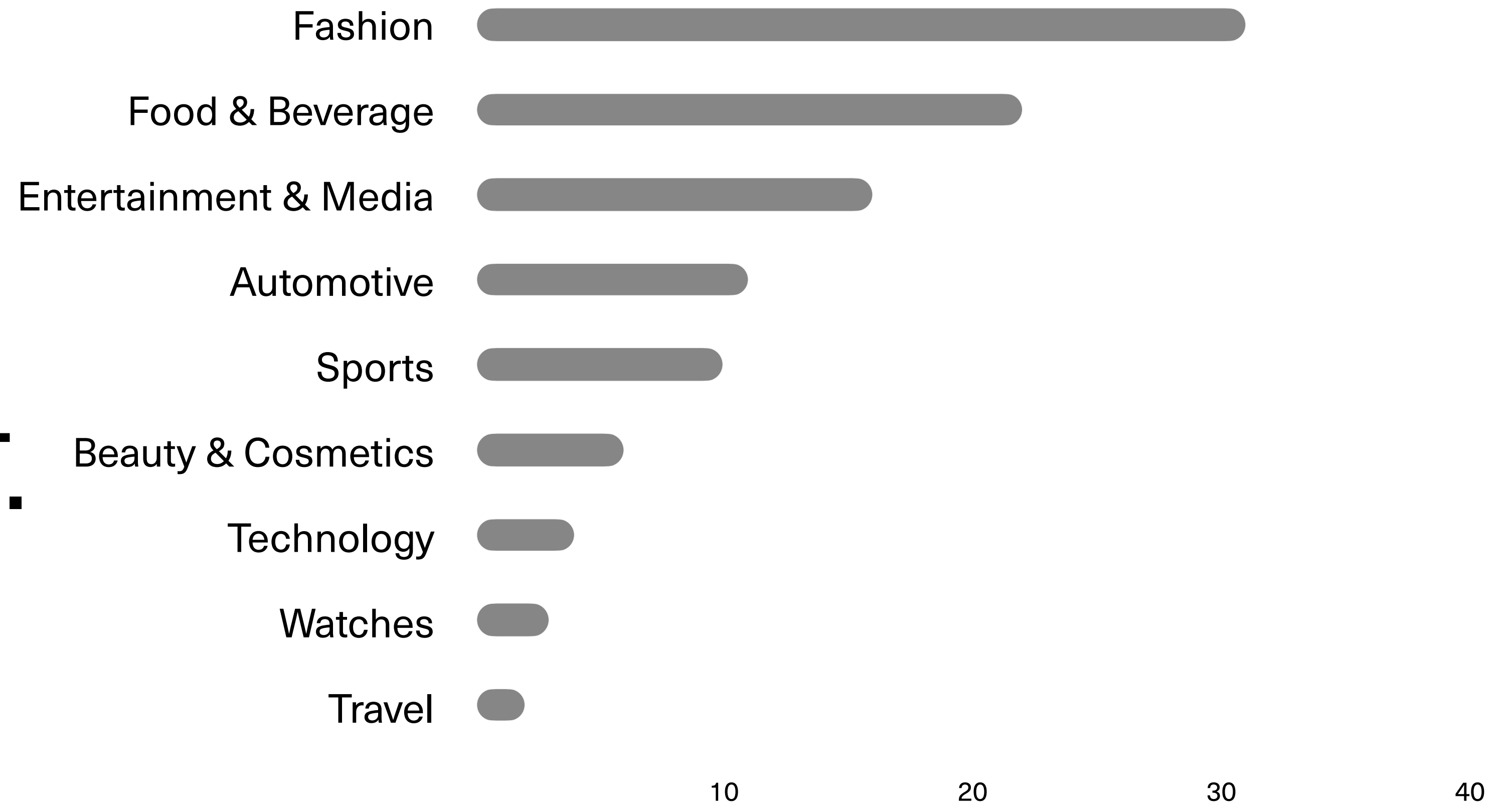
The current market for non-physical objects in online communities and games is estimated to be between \$15-\$50 billion dollars.

The integration of NFTs in gaming and social contexts, alongside advances in related technology such as VR, is increasing demand for digital content, as users embrace digital recreation. As this trend towards social gaming and digital world-building with tokenised content develops, the combination of a growing user-base, desire to own digital items, and increased in-game spending, could see the video game industry grow from \$175 billion in 2020 to roughly \$365 billion by 2025. By 2030, luxury brands could expand their total addressable market by more than 10% and industry earnings before interest and taxes (EBIT) by about 25%. Demand for NFT collectibles will lead to strong demand for luxury goods in the medium term, analysts led by Edward Stanley said in the report.

Brands by Industry

STRONG ADOPTION IN FASHION, F&B & ENTERTAINMENT.

Number of brands that launched NFTs by industry as of
July 2022



PURPOSE-BUILT FOR BOTH
LUXURY BRANDS AND COLLECTORS

ONE.

DROPS

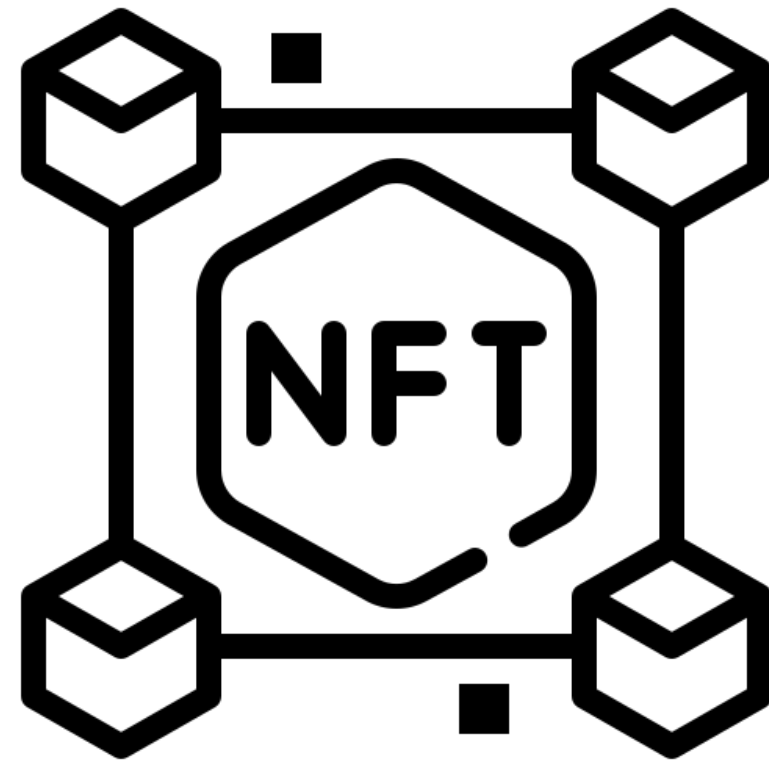
Asset-backed collectibles.

TWO.

VIRTUAL GALLERY

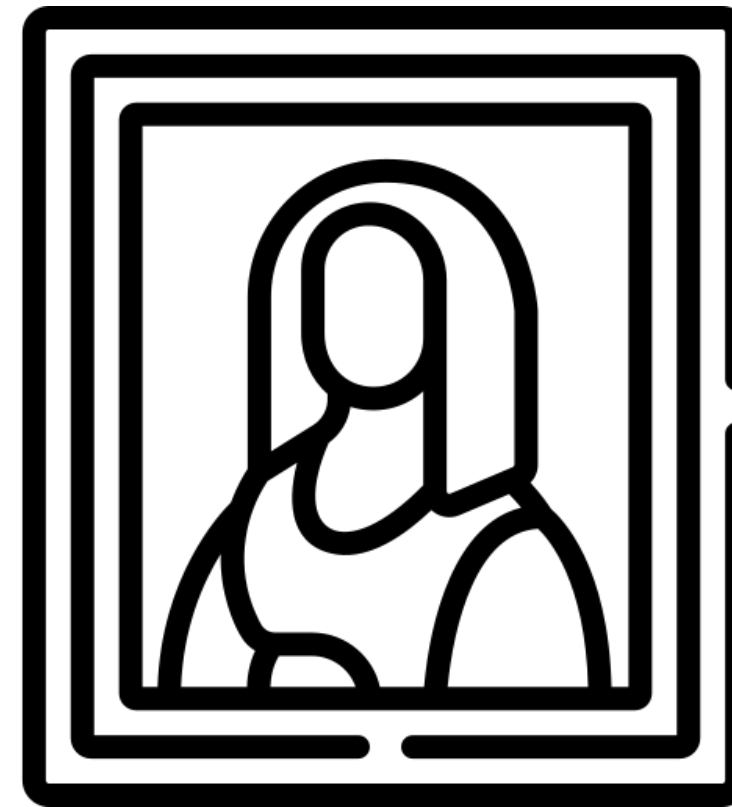
Immersive virtual experiences.

A ONE-STOP-SHOP CREATIVE ECOSYSTEM



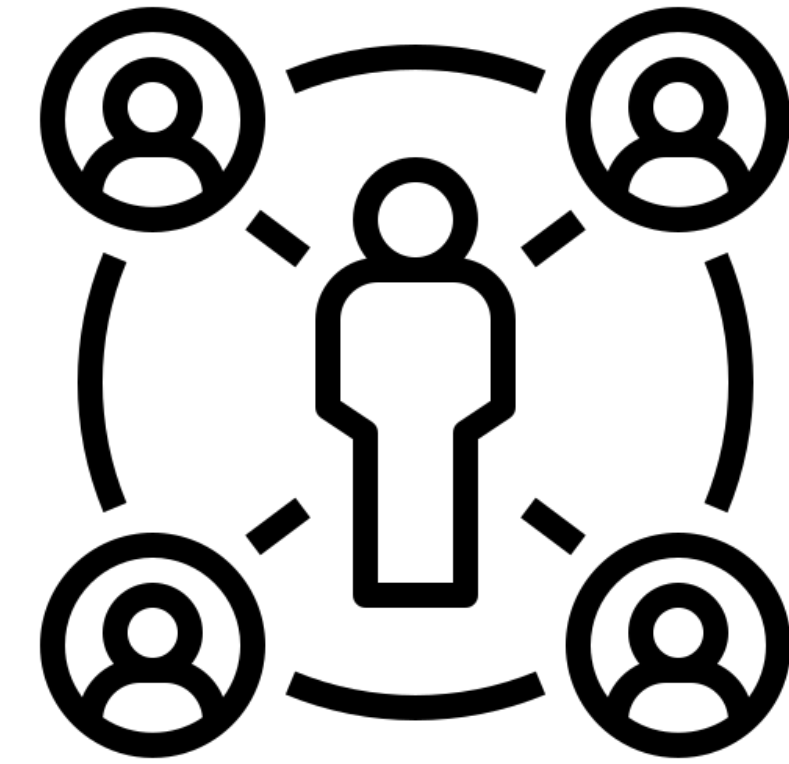
COLLECT

A highly curated selection of branded 'phygital' drops.



CURATE

A new way to present and curate your collections.



CONNECT

Share your gallery and connect with the community.

DROPS

PHYSICAL APPLICATIONS TO REIMAGINE DIGITAL OWNERSHIP.

ASSET- BACKED

Capitalizing on traditional retail strategies of scarcity, exclusivity and drop culture in the digital world. We enhance the buying experience by adding an element of utility, exclusivity and delights, both physically and virtually.

METaverse- READY ASSETS

All assets are Metaverse compatible with 3D support, making it super simple to port digital assets into third-party Metaverses.

UTILITY FOCUSED

All NFTs double as a membership token into the brand's ecosystem. Each drop comes with its own unique benefits, features and utilities.

DROPS



Our collections are more than just JPEGs. We implement both digital and physical components to enhance the buying experience.

Our first drop in partnership with luxury eyewear label A.SOCIETY and artist LOUSY! is an example of how phygital can be used to transcend the border between the real and virtual — the collection features 5,000 uniquely generated digital glasses of which 250 of the rarest editions are physically produced as physical twins to their digital counterparts, each is unique and one-of-a-kind. The collector of these phygital NFTs can wear their real and digital glasses in both physical and virtual worlds.

The digital NFT also doubles as a membership token to the brand's and artist's ecosystem such as early access to future collections, exclusive invitations to gallery previews and brand events.

DROPS



AUTHENTICATION

WEAR NFTs are minted on the Ethereum blockchain and governed by ERC-721 smart contracts. Each data entry gives the brand a token, and each data block contains a pointer and timestamp. Original artworks can thus be verified and authenticated, ensuring the integrity of the product.

SECURITY

The data stored is immutable, and access to it is granted post authentication only. So, an alleged fake artwork can be detected by comparing its token with that of the original one.

TRACEABILITY WITH PROVENANCE RECORDS

The data entered in the blocks on a blockchain is transparent to the end users. These records help in identifying the rightful creator of the work, and the organization, accordingly, gets the full benefits of the trade.

TRADEABILITY

Besides primary sales, Brands can earn in perpetuity with royalties from secondary sales.

VIRTUAL GALLERY

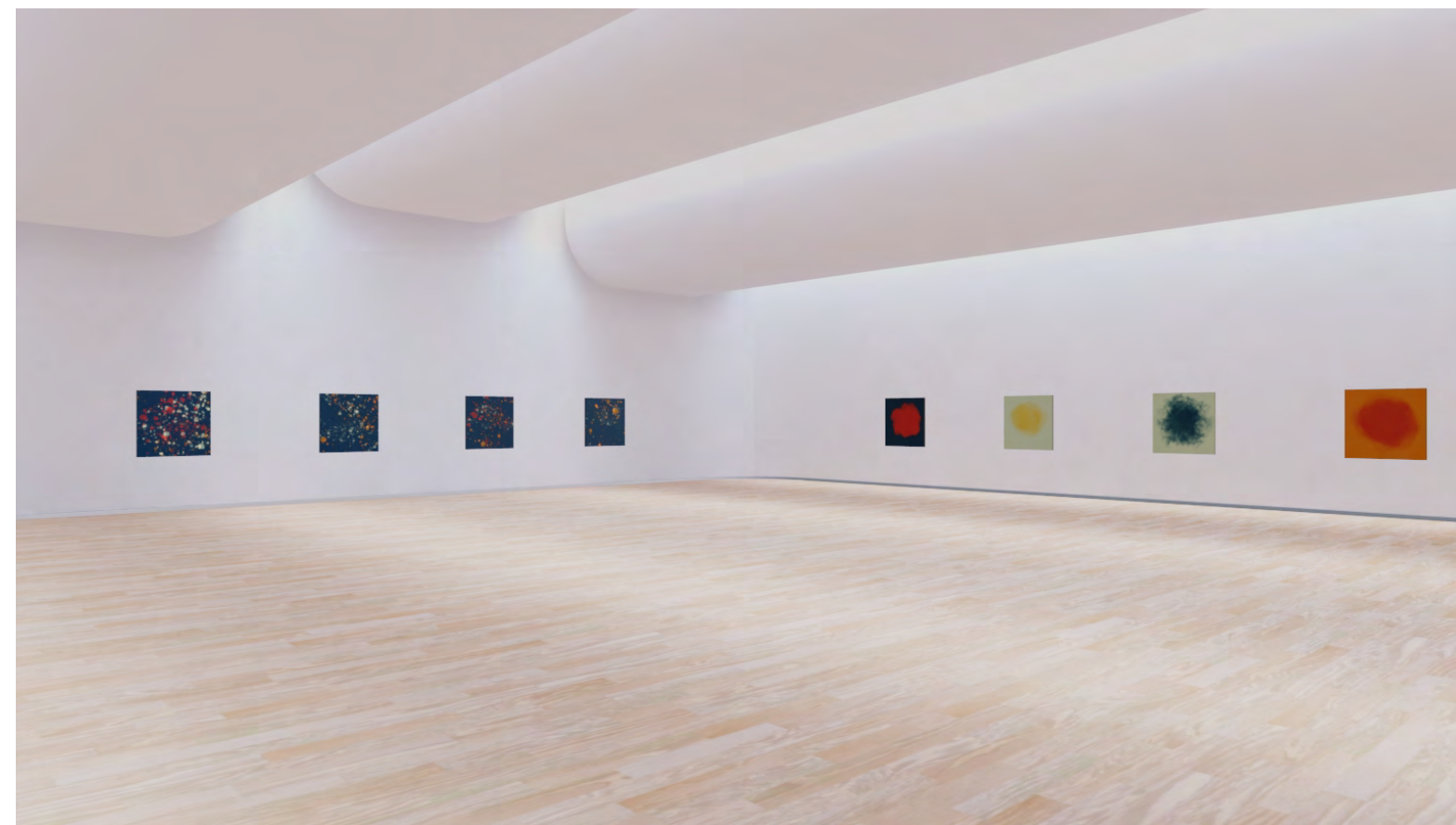
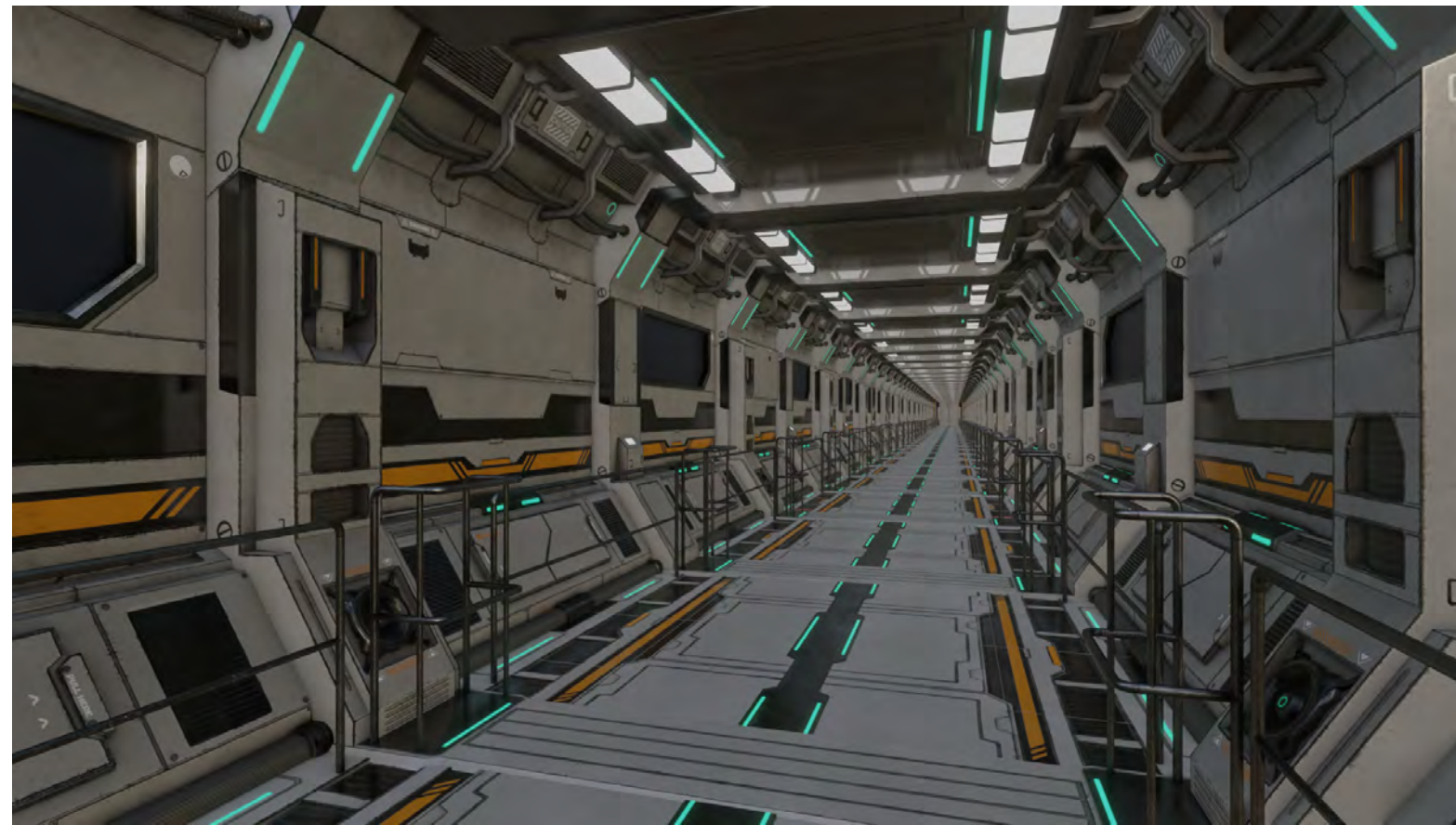
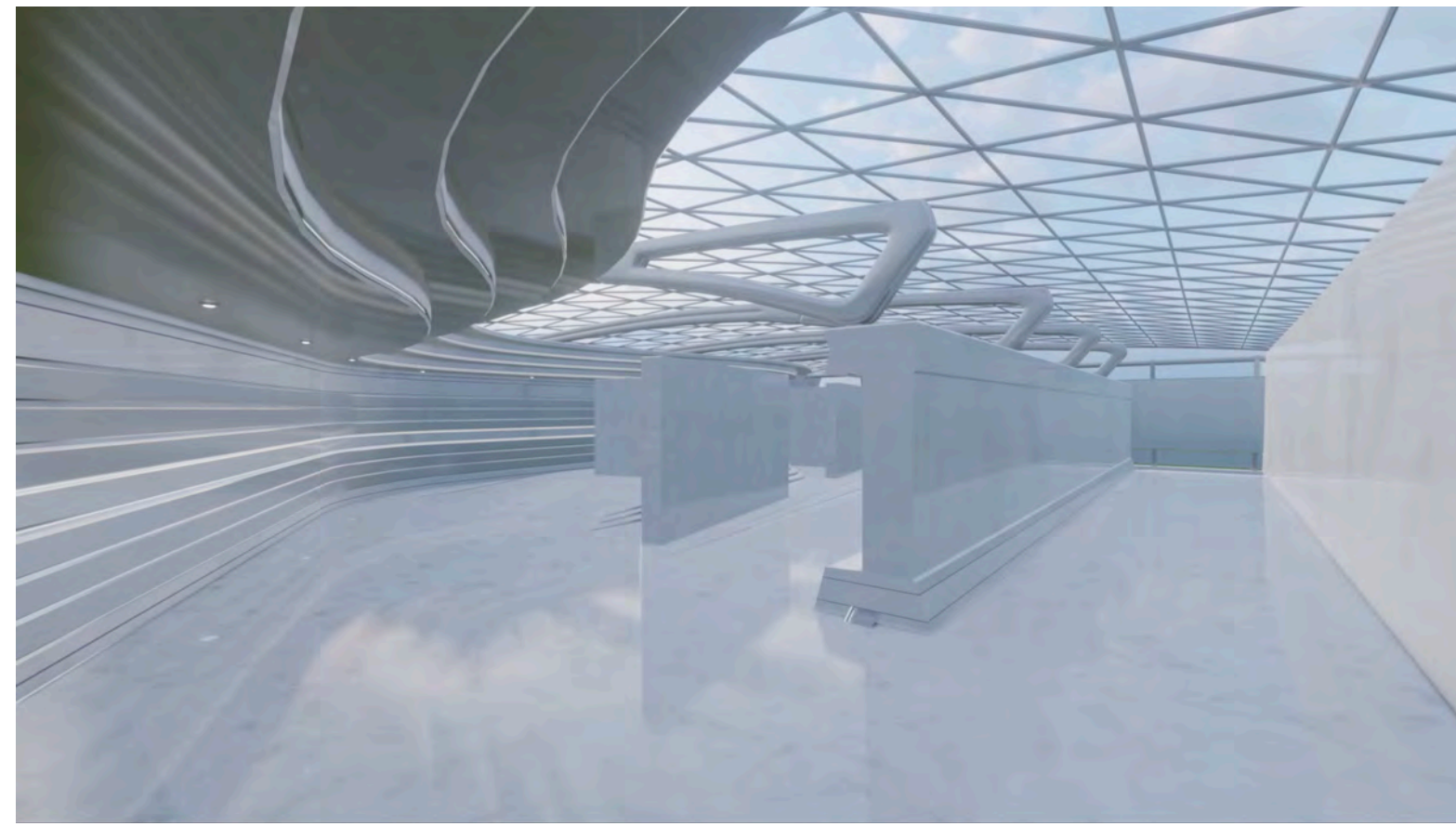
IMMERSIVE
EXPERIENCES
CURATED TO
MIRROR YOUR
TASTE AND
PERSONALITY.

Our series of virtual galleries makes it quick and simple to present and share your online identity on the decentralized web, with a mix of brands, artists and collectors creating unique galleries and spaces to express themselves.

When navigating a gallery, you get a sense of who they are: the brands they love, the artists they support and the communities they're a part of.

Building and fostering a community collectors has always been central to everything we do.

VIRTUAL GALLERY



ROADMAP

WEAR LAUNCH & FIRST DROP

The WEAR platform was launched during Q1 2022, and kicked started its marketplace launch with its own inaugural NFT project. This NFT Project will be a lifetime token that can be used across the WEAR ecosystem, and can be used to unlock enticing utilities including custom showrooms, metaverse integration and more.

2022



WEAR Virtual gallery launch featuring 6 immersive galleries for collectors to showcase their NFT collectibles and interact with the community.

COLLABORATIONS

NFT drops from luxury brands and artists launched on WEAR platform. Existing drops include Clé de Peau Beauté, Vogue Hong Kong, Krista Kim, LOUSY, A.SOCIETY, Pacific Cigars, Christian Delveter etc.

2023

DEVELOPMENTS

Upgrade of our platform:

- Fiat payment options
- Simplified brand onboarding and minting
- Account and collection management
- Multiplayer Environments + Avatar Integration
- Community oriented programs

BACKED BY

xrc labs

Outlier Ventures•

FARFETCH

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