



The Future Connected

For Immediate Release:

Contact: Ryley@createdby.io

CreatedBy_to Debut Circular Connected Ecosystem at MAGIC Fashion Trade Show in Las Vegas, NV

Las Vegas, NV - February 13-15, 2023 - CreatedBy_Connect, the innovative platform for sustainable circular fashion, will make its debut at the MAGIC Fashion Trade Show in Las Vegas, NV. This event will provide an opportunity for attendees to experience the future of the fashion industry through a new and connected circular ecosystem.

CreatedBy_Connect empowers designers and brands to connect, authenticate, and activate their physical and digital goods in the real world (IRL) and the Metaverse, using just a mobile phone. This innovative platform promotes sustainable connected circular fashion by creating a circular lifecycle for products, where they are designed, produced, used, and ultimately recycled or upcycled in an environmentally-friendly manner.

Designers can now create apparel and accessories with a digital identity, encoded and verified on a tamper-proof CreatedBy_ NFC tag, readable with any mobile phone. This digital identity can be used to create a phygital product and be used and activated in the metaverse, unlocking the power of NFT utilities such as provenance, loyalty and reward programs, proof of attendance, exclusive content, AR experiences, and more.

CreatedBy_Connect sets itself apart from the competition by providing an ecosystem that can be created simply on any mobile phone, making it accessible to all creators. Their CreatedBy_Connect App & NFC Tags allow for the creation of digital anti-counterfeit certificates of authenticity and ownership for any connected physical and digital good.

Upcycling connected goods extends their physical life by maintaining their digital identity, making them more valuable and sustainable.

Attendees of the MAGIC Fashion Trade Show can visit the CreatedBy_Connect booth to learn more about this exciting new platform and see its capabilities in action.

For more information, please visit createdby.io and contact Ryley@createdby.io.

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About CreatedBy_:

CreatedBy_ is an eco-system that empowers designers and brands to authenticate, connect, and activate their physical and digital goods In the Real World (IRW), Web3, and Metaverse with an innovative platform for sustainable circular fashion - made easy by using a mobile phone.

www.createdby.io