



The Future Connected

For Immediate Release:

Contact: Ryley@Createdby.io; (323) 630-4000

Sustainable Fashion Just Got a Web3 Circular Solution & Authentication by CreatedBy_

Tractable Ownership for Designers and Brands in a Connective, Sustainable Ecosystem

Los Angeles, CA, May 4, 2023 – Today, CreatedBy_, the innovative platform for circular sustainable connected fashion, has launched the [CreatedBy_ Connect iOS app](#) and [tag store](#) empowering designers and brands to connect, authenticate, and activate their physical and digital goods In the Real World (IRL), Web3, and the Metaverse, using a mobile phone. CreatedBy_ Connect creates an encrypted product ID and ability to program lifecycles for products, where they are designed, produced, used, and ultimately recycled or upcycled in an eco-friendly system.

"We are thrilled to be releasing our innovative new [iOS app](#) and [online store](#)," says Tom Wallace, CEO of CreatedBy_. "Our goal is to revolutionize the fashion industry and provide a solution for circular connected fashion that reduces waste and promotes sustainability through upcycling and recycling programs, as well as protect brands from counterfeiting using encrypted authentication.

We provide a unique experience with sustainability, which is the key to unlocking the future of circular connected sustainable fashion for everyone," continued Wallace.

Designers can now create phygital apparel and accessories with a blockchain digital identity, encoded and verified on CreatedBy_ NFC tags 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.

Key to CreatedBy_ is that NFC tags are self-serve and can be encoded and encrypted in seconds. Now, it's not just Nike and luxury brands that can create their own connected goods and experiences. For entrepreneurs, this is vital in that no other connected product in the market offers encoding from a mobile app, which finally levels the playing field.

In addition, upcycling connected goods extends the physical life of a designed product by maintaining its digital identity, making them more valuable and sustainable.

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

###

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