



The Future Connected

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Fashion Brands, Artists, Photographers Switching to the Future with Proof of Sustainability Via NFC Connected Goods

**CreatedBy_Connects Encrypted Product ID's Ramping-up Circular Economy,
Transparency, Sales**

Los Angeles, CA, July 5, 2023 – Today, CreatedBy_, the innovative platform for circular sustainable connected fashion, accessories, and art, is diving into slow fashion and the need for sustainable fashion rental and resale tracking options.

“Many designers and consumers are enlightened to the fact that fashion needs to change its methods, and one way is transparency and awareness of garments’ usage patterns, longevity after it leaves the store, which guides future production, potential rental, and recycle or upcycle opportunities,” says Tom Wallace, Founder and CEO of CreatedBy_.

Unfortunately, many tracking methods in fashion lose track of what happens to a garment once a piece is sold. [CreatedBy_Connect iOS app](#) and [tag store](#) can track garments after the sale, which is important for slow fashion ethos because it empowers designers and brands to stay connected through the authentication and activation of their physical and digital goods In the Real World (IRL), Web3, and the Metaverse, using a mobile phone.

Wallace continues, “Tracking your designs allows you to know which lines resonate and how to develop your brand’s lifecycle approach. Encrypted product ID and the ability to program lifecycles for products, where they are designed, produced, used, potentially rented, and ultimately recycled or upcycled is an eco-friendly circular system.”

Coming off Paris Fashion Week, Adidas [jumped-in](#), tapping artist FEWOCiOUS for its NFT- Gated/NFC-Tagged Physical Sneaker Drop. And with Nike and luxury brands such as Louis Vuitton and Chanel, along with forward-thinking musicians, artists, and photographers, moving to NFT-tagged designs, the slow-burn explosion of how to create connected goods and experiences is about to change the industry.

For designer entrepreneurs, this is vital in that no other platform in the market is like CreatedBy_Connects which also offers encoding from a mobile app, which finally levels the playing field for small-run or one-off design pieces. In addition, upcycling connected goods extends the physical life of a designed product by maintaining its digital identity, making them more valuable and sustainable.

Learn more about our story and get involved: Contact: Kathleen@Createdby.io or (323) 630-4000. www.createdby.io

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About CreatedBy_: CreatedBy_ is a 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 and design - made easy by using a mobile phone. www.createdby.io