



For Immediate Release:

CreatedBy_ Completes Groundbreaking 360° Circular Connected Apparel Case Study with MINTangible and Wonder Raw Apparel

Proving the Power of 360-Circular Connected Goods in Sustainable Fashion, Traceability in Sourcing, Manufacturing, with Third-Party Validation, IP & Usage Rights, Upcycling Programing all Encoded into [CreatedBy_Connect](#) and NFC Tags

Los Angeles, CA - September 11, 2024 - CreatedBy_, in collaboration with [MINTangible](#) and [Wonder Raw](#), has successfully completed the first truly 360° circular connected apparel case study, marking a significant milestone in sustainable fashion, tokenization, and blockchain technology.

The groundbreaking 360° circular connected apparel case study was launched on Earth Day, April 22, 2024, and encompassed the complete 360 lifecycle of six T-shirts made by Wonder Raw, from sustainable sourcing and manufacturing to consumer engagement and eventual upcycling. MINTangible played a crucial role by tokenizing certifications, IP, and usage rights, creating a comprehensive digital identity for each garment.

Throughout their lifecycle, owners interacted with the shirts using the CreatedBy_ Connect ecosystem, creating tokenized memories and participating in the upcycling program, demonstrating the full potential of the CreatedBy_ technology in fostering transparency, authenticity, and ongoing consumer engagement in a truly circular fashion model.

"This case study is the first of its kind to complete a truly 360°circular connected goods journey," said Tom Wallace, CEO of CreatedBy_ . "We've not only provided the initial 180° of traceable, sustainable certifications and third-party data of manufacturing and sourcing, but also completed the circle by tracking the garments' lifecycles through to upcycling."

"There's no excuse for creators or brands not to be creating 360° circular connected goods - the technology is here now, affordable, and scalable," continued Wallace.

The study encompassed the complete 360 lifecycle of six 100% organic T-shirts designed and produced by Wonder Raw, certified by third-parties for using 100% organic cotton and vegan inks. Using MINTangible each item was tokenized with these certifications, along with IP and usage rights, onto the blockchain. CreatedBy_ then encoded and encrypted this data onto NFC tags using their CreatedBy_ Connect iOS app, creating unique digital twins for each shirt.

"This collaboration has demonstrated the transformative power of blockchain to create a trusted, transparent, and circular product journey," said Amyli McDaniel, CEO of MINTangible. "Companies are able to assure authenticity, declare IP terms to ensure brand integrity, and set clear upcycling requirements — responsible management at every step."

Six individuals across the United States became owners of these innovative garments. Throughout their lifecycle, owners interacted with the shirts using the CreatedBy_ Connect ecosystem. In their lifecycles, two owners created tokenized memories of their experiences - one in Joshua Tree National Park, CA, and another in Las Vegas, NV – which were securely linked to their respective shirts.

In a testament to the circular economy concept, five of the six owners chose to participate in CreatedBy_'s upcycling program: They transferred their tokens back to CreatedBy_ and sent the physical shirts for upcycling. Three owners opted to maintain ownership of their new upcycled items, including one with a tokenized memory. Two others chose to donate their upcycled items to charity.

Threadhaus, based in Los Angeles, has been selected to upcycle two of the shirts for charitable donation, further extending the impact of this groundbreaking process.

Overall, the study demonstrates the seamless integration of blockchain technology, sustainable fashion, and consumer engagement. It provides a blueprint for brands looking to increase transparency, reduce waste, and create deeper connections with their customers.

CreatedBy_ will soon announce the development of new products from these upcycled materials, initiating a new circular journey. These items will maintain their connection to the original products, preserving on-chain tokenization data, including tokenized memories, certifications, and usage rights.

For more information about CreatedBy_ and the 360° Circular Connected Goods model, or to schedule a meeting contact: Kathleen@Createdby.io or (323) 630-4000; www.createdby.io.

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About CreatedBy_: Enabling fashion, designers, film, and artists to simply create affordable and secure product authentication, engaging activations, storytelling, and circular sustainable relationships with consumers and fans throughout their connected product's lifecycle and beyond - made simply using a mobile phone. www.createdby.io

About MINTangible: MINTangible offers a powerful IP licensing and management platform designed for the digital age, enabling brands to protect, control, and monetize their IP at scale and with clarity and confidence. Learn more at <https://mintangible.io>

About Wonder Raw: We are synonymous with sustainability, responsibility, and authenticity. We want to transform the perspective of the textile sector with a commitment to preserve our environment with an on-demand production base. <https://wonder-raw.com/en/>