



The Future Connected

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## **CreatedBy\_ to Showcase the Future of Fashion Sustainability with NFC Connected Apparel at CES 2024, Las Vegas**

*CreatedBy\_ Teams-up with Rethink Fabrics and DCRBN to showcase the power of Connected Goods with the #BillionBottleChallenge of Recycling Plastics into Apparel with Circular Connected Product Engagement Experiences Powered By [CreatedBy\\_ Connect](#) and NFC Tags*

*Los Angeles, CA, January 8, 2024* – CreatedBy\_ the innovative NFC connected goods platform for circular sustainable fashion, film, and art, will showcase the future of fashion sustainability in a collaboration with [Rethink Fabrics](#) and [DCRBN](#) to change with world one T-shirt at a time in the [#BillionBottleChallenge](#). CreatedBy\_ will also be giving away 100 free CreatedBy\_ NFC Tags at CES 2024 in Las Vegas January 9-12 for those interested in creating their own connected good.

With the rise in demand for sustainable fashion and need for eliminating plastic use, this collaboration with Rethink Fabrics provides a vital key for truly intentional purchases. Rethink Fabrics' mission is to divert plastics from landfills and the ocean, reduce greenhouse gases and water usage, and create innovative, quality apparel and T-shirts made from recycled plastic waste - a goal of re-purposing a billion plastic bottles into sustainable wearable designs.

CreatedBy\_ will provide the “Tech Layer” of connecting the physical T-shirts to a tokenized digital twins and encoded on CreatedBy\_ NFC Tags, which once affixed

to each T-shirt can be activated by any mobile phone to launch the authentication and product engagement experience. It's time to elevate sustainable fashion into the future, which includes additional storytelling links for sharing a designer's product development process, craftsmanship, manufacturing journey, and sustainability goals, as well as, provide after-sale services on care, repair, resale, upcycling, and recycling. This means creating a truly 360-connected experience for both the creator and owner.

“Our technology allows for true 360-circularity for tracing the sustainability of designs, as well as storytelling and end-of-life upcycling,” says Tom Wallace, CEO and Founder of CreatedBy\_. “We are proud to be working with Rethink Fabrics and DCRBN to showcase what is possible. Our fashion choices are one of our greatest tools to heal the planet.”

“Rethink Fabrics is excited to partner with [DCRBN](#) that shares the same passion to affect environmental change with innovative technology from CreatedBy\_, a company that bridges the gap between digital assets and hard goods,” says Terence Jackson, CEO of Rethink Fabrics and Co-founder of Ecko Unlimited.

“We are thrilled to collaborate with CreatedBy\_ and Rethink Fabrics, showcasing the groundbreaking synergy between blockchain and sustainability. This partnership redefines the capacity to cultivate community in a mindful and conscious way,” Majid Zafer, Founder of DCRBN.

To schedule a meeting with the CreatedBy\_ team during CES 2024, contact: [Kathleen@Createdby.io](mailto:Kathleen@Createdby.io) or (323) 630-4000. [www.createdby.io](http://www.createdby.io)

The [Createdby Connect App](#) is available on the [Apple App Store](#) and NFC tags can be purchased at [CreadtedBy\\_store](#).

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**About Rethink Fabrics:** Since 2008, Rethink Fabrics has been redefining the standard for producing high quality garments with the environment in mind. Our story begins with a bottle count of each garment. Rethink manufactures and distributes apparel produced entirely from recycle plastic bottles. By exclusively focusing on recycled plastic waste as a valuable resource in the manufacturing process, Rethink is creating quality clothes from what most consider trash. We sell to a variety of customers, including wholesale and retail. Our garments are offered

branded and co-branded. Our goal is to promote recycling in the mainstream by repurposing plastic waste into a t-shirt. <https://rethinkfabrics.com>

**About DCRBN:** A venture studio and web3 launchpad helping visionary founders and potentially disruptive startups get ISO-certified as carbon neutral, and scale with our domain expertise in fundraising, go-to-market strategy, growth hacking, partnerships, tokenomics, visibility, sustainability and product development. We are helping create the future we want to live in and pass down to future generations. <https://dcrbn.io/>

**About CreatedBy\_:** Empowering films, brands, designers, 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](http://www.createdby.io)