



The Future Connected

**For Immediate Release:**

**April 22, 2024**

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## **CreatedBy\_ Pioneers Fashion's First-Ever True 360 Sustainable Circularity with Radical Transparency & Connected Fashion**

***- Proving the Power of 360-Circular Connected Goods all Encoded into [CreatedBy\\_Connect](#) and NFC Tags for Traceability, Sourcing, Manufacturing, with Validation, IP & Usage Rights, Creator/Owner Engagement & Upcycling***

***Los Angeles, CA April 22, 2024*** – CreatedBy\_ the pioneering platform enabling true 360-degree circular sustainable fashion, film, and art, today announced a revolutionary case study and brand partnership. In a first-of-its-kind collaboration with sustainable fashion brand [Wonder Raw](#), third-party certificates and validation providers, and IP rights solution [MINTangible](#), CreatedBy\_ is showcasing the future of radically transparent and circular products.

“By connecting physical fashion items to immutable digital twins on the blockchain, we can capture the full provenance and journey of a product - from the ethically sourced raw materials, to sustainable manufacturing, to every subsequent owner's experiences with it, including recycling or upcycling,” says Tom Wallace, CEO and Founder of CreatedBy\_.

"True 360 circularity has been an ideal, not a reality - until now," continues Wallace. "CreatedBy\_ solves the fundamental challenge of losing visibility once a product gets sold and changes hands. Our platform maintains that digital thread, providing owners continued value, while empowering brands to build unbreakable trust and loyalty, and knowing the product's path to the end of either recycling or

upcycling into a second product."

CreatedBy\_'s latest case study starts with [Wonder Raw](#), a sustainable textile-centric apparel brand that uses traced certified 100% organic cotton and vegan inks and has created a sustainable on-demand production of garments.

"At WonderRaw, we're thrilled to collaborate with CreatedBy\_ in pioneering the future of sustainable fashion. Our commitment lies not only in crafting bespoke pieces but also in reshaping their narrative through circularity. Together, we're redefining the fashion landscape by seamlessly merging innovation with sustainability," - Luis Oliveira, CEO of WonderRaw.

This process is verified with certificates by third parties, such as [Global Organic Textile Standard](#) (GOTS), and [Eurofins](#), and [Hey Social Good](#). Lastly, usage and IP rights are created and managed by MINTangible outlining rights of both what the future owner(s) and upcycler can claim and perform with the garment in its full lifecycle and beyond.

"We are proud to partner with CreatedBy, where MINTangible adds a layer of verified transparency. Our collaboration ensures every garment comes with a digital certification of IP rights, sustainability credentials, and upcycle requirements, empowering consumers to make informed, ethical choices." — Amyli, CEO of MINTangible.

Connecting personal stories and memories to the physical products we create and own is a brilliant way to imbue apparel, art, photos, memorabilia that we either create and/or purchase with deeper meaning and narrative resonance. By tokenizing the things we cherish on the blockchain, then linking that data, we can create rich tapestries and connections for each item from things we create to even subsequent new owners that can then add their own chapters to the item's lifespan. This blending of physical and digital narratives will revolutionize how we experience and connect with our apparel, creations, and objects that we value in our lives. Create to Connect!

For more information or to schedule a meeting with the CreatedBy\_ 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 MINTangible:** IP License and Rights Solution for NFTs. Your home for ensuring your creativity results in authentic, trusted, transparent and IP Protected NFTs. <https://mintangible.app/>

**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/>

**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](http://www.createdby.io)