

# **Fashion Proof of Sustainability Via NFC Connected Goods**

## **Encrypted Product ID's = Circular Economy, Transparency, Sales**

**June 7, 2023:** This week started with World Environment Day (which should be *every* day), and inspired us to highlight the need for fashion sustainability within a transparent and circular economy. The lifecycle of your fashion brand means that you can track counterfeiting, which recently happened to [Patagonia with Nordstrom Rack selling knock-offs](#). The Nordstrom Rack Patagonia T-shirts had tags saying 100% recycled, when the garments should have had the Fair Trade Logo and 100% Organic Cotton symbol.

But how do you truly track Organic or Fair Trade? Or, for that matter, a Certified B Corp? How can logos on garments that have no electronic traceable element possibly accomplish this without a bevy of lawyers on your team constantly tracking this down?

In the advent of Blockchain, NFT's, and the fact that most brands can't afford a legal counterfeit team, it was clear to CreatedBy\_ that a modern system was needed. More importantly, we believe in protecting our planet with an upcycled, circular system. So we built the system, and we took things one step further. While sustainable fashion in a circular economy is vital, why not track where your design ends up? Why not find out if your fashion is on an influencer? Your artwork is in a movie? Your photography is in Paramount Music Studio?

With CreatedBy\_ , there's a simple online or mobile phone tool that empowers creators to secure their authentication while engaging activations, and promote circular sustainable relationships with consumers and fans throughout their product's lifecycle and beyond.

**Here's [how](#):**

- Secure authentication of products, goods, and collectibles
- Create encrypted digital product IDs to eliminate counterfeiting and theft
- Activates engaging digital utilities and experiences
- Provides circular sustainable lifecycle programs for upcycling and recycling

- Engage with consumers at every stage of your product journey unlocking rewards with loyalty programs, tickets, exclusive content, events, and more

Our goal is to provide a Circular Connected Ecosystem for encrypted authentication and verified ownership of IRI and digital goods, providing a standard for brand and owner protection of physical goods and sharing the power of NFT utility activation and digital experiences of WEB3 and the Metaverse. We are focusing on creating a Circular Connected standard for any creator or brand can simply use, we are chain agnostic, use encryption for authentication to eliminate counterfeiting, and are integrating our ecosystem by partnering with fashion design software companies, AR/VR Studios, and leading NFT Utility platforms. Opening up the Connected experiences for everyone. Let's create this together in partnership!

*Learn more about our story and get involved: Contact: [Kathleen@Createdby.io](mailto:Kathleen@Createdby.io) or (323) 630-4000.*