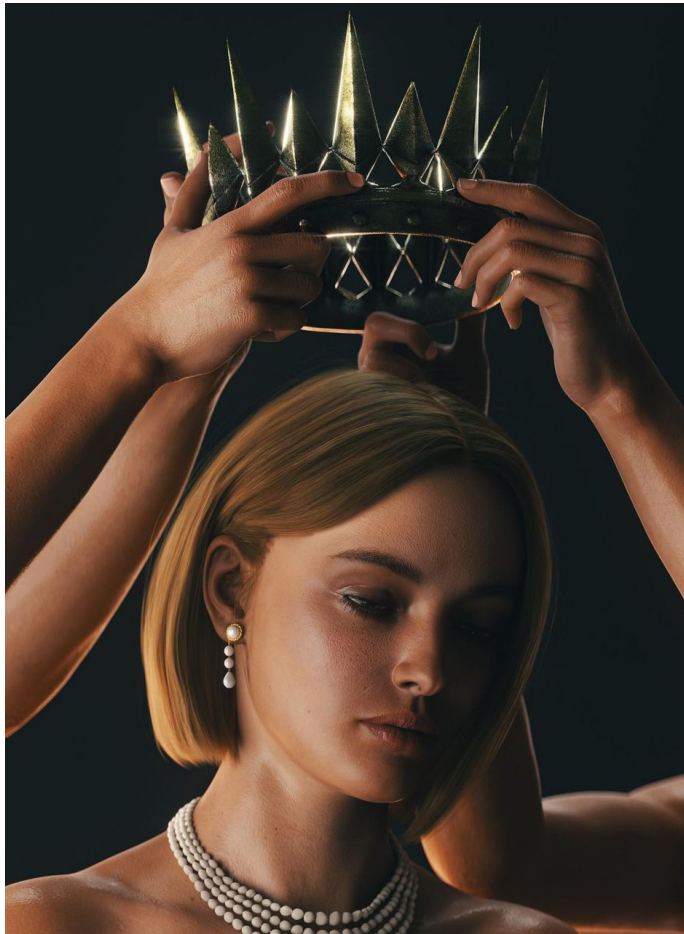




**ShowOff.**

# Intro.



**“What you wear is how you present yourself to the world, especially today, when human contacts are so quick. Fashion is instant language.”**

**— Miuccia Prada**

## **Lack of Personality In NFT Projects**

Everything you post on social media and especially your profile picture — is a window to your personality. Your personality is not something that can be generated by a computer algorithm. 10K PFP collections are limiting their users in expressing their true identity online.

In all currently popular projects not only you don't have any noticeable customization options, but you can hardly even switch the character to the one you like. You would have to overpay a lot, and there is a chance owner would just refuse to sell it.

So to stay in the community, you'll end up displaying a character, which has no relation to you, as your web persona.



## Harm of Real World Fashion

According to the United Nations Economic Commission for Europe, an average consumer now buys 60% more items of clothing compared to 2000, but keeps each garment half as long. Almost 60% of clothes are thrown out within the first year of their production. On top of all this, on average, 40% of clothes in our wardrobes are never or rarely worn.

The same research by UNECE shows that the fashion industry is the second-highest user of water worldwide and produces 20% of global water waste. That one cotton shirt we pay five euros for requires 2700 litres of water to produce. That's the amount an average person drinks in 2.5 years. Fast fashion isn't only depleting the world's water sources but is also poisoning them.

## Sustainability.

**500,000**

Microfibers / Year, In The Ocean

**10 %**

Global Carbon Emissions

**85%**

Textiles goes into the dump



# Vision.



**ShowOff is a Web 3.0 fashion platform aimed to democratize luxury fashion & provide unique, customizable avatars.**

## **Realistic, Customizable Avatars**

Your digital identity is fluid, given the potential to evolve, change, improve and adapt. Anyone is free to enter the app and create an avatar whose digital identity they wish to embody. This avatar can be accessorized and dressed per the users desire, and can also directly be used in any other third-party Unreal Engine experience

## **Wearable Digital Garments**

We are able to turn their visual art into functional art - to be used and not just viewed. Fashion artists now have the ability to create pieces for users to wear in virtual environments. Even for photographers and 2D designers can directly implement their static forms of art into digital garment designs that people can wear any time

## **Affordable Marketplace**

Digitization flattens privilege. It lowers the barrier to entry, increases the potential for network effects, and eliminates the limitations of the physical world. Instead of random minting and gambling, users will be able to buy characters / items they want and customize it to their needs

## Upgrading existing collections

In web3 there are so many communities gated by possession of their 10K pfp NFTs. Our technology breaks through those gates and allows members across communities to breathe new life into the personas they've adopted. Our approach will extend the utility of already existing projects to help them thrive and progress as NFT technologies evolve

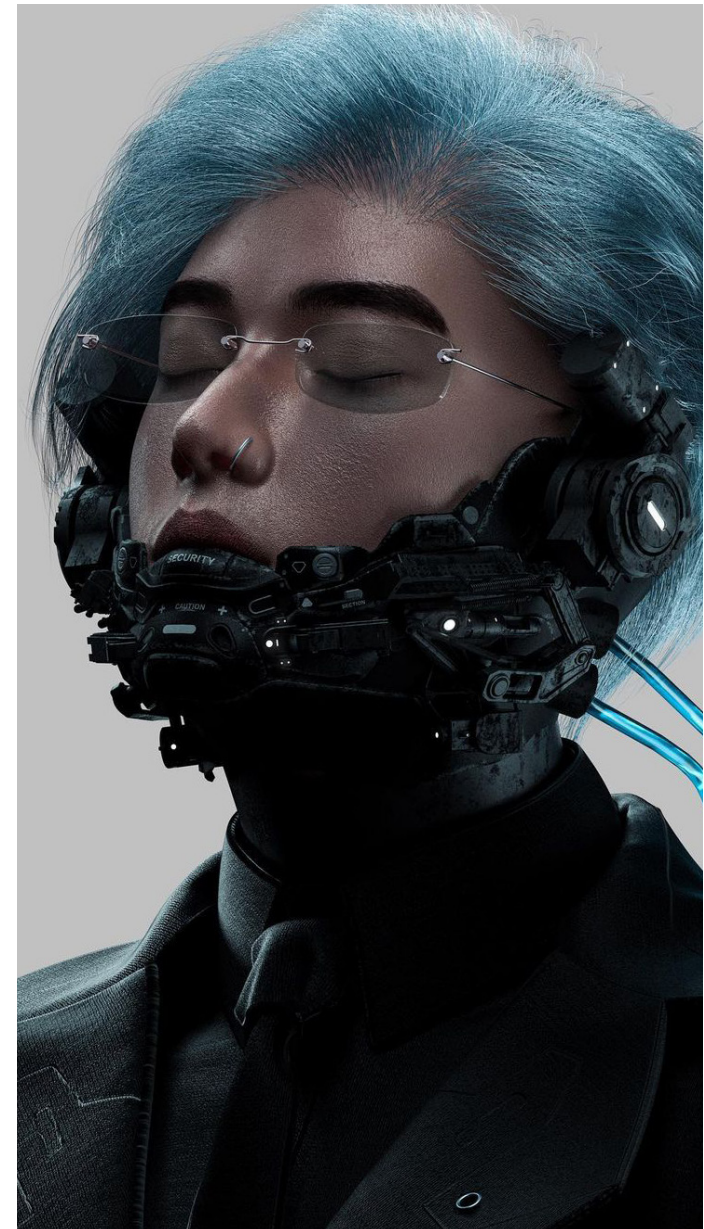
With a help of latest MetaHuman inventions, we are able to make any character compatible with our garments, accessories and other marketplace items. This will unite web 3.0 communities and create a lot of space for creative opportunities

## Chance for artists

For artists, our platform opens up a new revenue stream and provides utility to their art. Garmens, accessories, decals... Anything that can be worn by our models can be submitted, reviewed and approved on the Marketplace

But what if you know how to design stunning garments, though you are not really good at adding colors and patterns to it? Or you are a concept artist who is currently trying to find a good use for his new artwork. On our discord server artists will be able to create masterpieces together, by following our guidelines

**Passion is the key  
Essential force that drive success.**



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**Poseurs.**

- Realistic, fully customizable 3D avatars
- Built usign MetaHuman library
- Represented as ERC-1155 NFT's

NFT & Twitter PFP will update each time character is customized using ShowMaker

**The Strut.**

- Best poseur design selection
- Twitter upvote
- Rewards most creative users with \$SHOW
- Best poseur designs will be shown on live events and exhebitions

**ShowMaker.**

- Unreal Engine 5 applictaion
- Character customization
- Garment customization
- Hight quality image generaion

**Marketplace.**

- \$SHOW is used as main currency
- Individua Items : garments, accessories, materials (eyes, lips, etc.)
- Bundles : mix of individual items, united by type, topic or creator (artist / brand)

**Smart Contracts.**

- Updates Poseur NFT data in real time
- NFT's which represent customization items have ability to be attached / detached from Poseur NFT
- Buying ceratin items of marketplace will unlock them in ShowMaker

**Integrations.**

- Awwlow PFP collections to evolve
- Convert characters from other collections with Mesh to MetaHuman
- Combine with garments & accessories from ShowOff Marketplace

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# Functionality.



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**PHASE 01**  
**JANUARY 20 - 2020**

**Brief & Create.**

- Litepaper Launch
- Advisory Onboarding
- MVP Creation
- Dev. Recruitment
- Fashion Brand Outreach
- VC Funding

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**STAGE 02**  
**FEBRUARY 20 - 2020**

**Development.**

- Celebrity /Influencer Partnerships
- Whitepaper Launch
- Initial Poseur Drop
- Marketplace Launch
- Smart Contracts Auditing
- The Strut & ShowMaker Design

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**STAGE 03**  
**MARCH 20 - 2020**

**Launch.**

- Fashion Brand Partnership Reveal
- Beta Website Launch
- The Strut & Showmaker / Alpha Release
- Physical Events
- Token IDO
- The Strut & ShowMaker / Beta Release

**Roadmap.**



# Artists.

**yugal**  
Yugal Odhrani



**vininaso**  
Vini Naso



**aeoria**  
Alexy Préfontaine







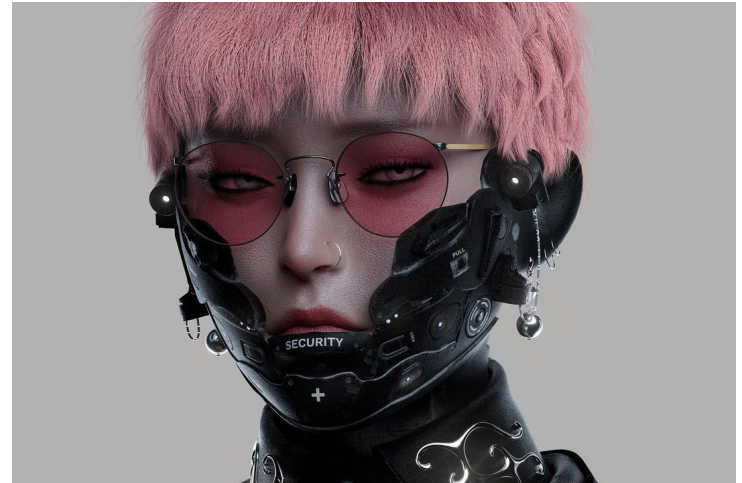
**skeeva**  
Eugene Golovanchuk



**gabrielalex**  
Gabrielo Alex



**filippo.ghisleri**  
Filippo Ghisleri





### 01. Dissrup

Dissrup is a frontier for contemporary art. Combining a curated selection of NFT Artworks with cutting-edge phygital & web 3.0 experiences.



### 02. Nike (In Progress)

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and world-wide marketing and sales of footwear, apparel, equipment, accessories, and services.

# Partnerships.

