



COLLABORATIVE OPEN-SOURCE
FASHION DESIGN PLATFORM

FAITH TRIBE

WHITE PAPER

December 2021

ABSTRACT

DEMOCRATIZING FASHION IN THE METAVERSE

OPEN-SOURCE DESIGN PLATFORM TO EMPOWER, & REWARD INDEPENDENT CREATORS IN THE METAVERSE AND PHYSICAL REALM

The global fashion industry generates over \$3 trillion in revenue but designers and creators all over the world still find it difficult to stand out and be fairly compensated for the quality of their designs. In fact, geographical constraints and unfavorable business environments keep a significant portion of the global talent pool from getting equitable access to the resources and opportunities they need to build a successful career in fashion. While 3D fashion design software like CLO made it easier for designers to work from home, digital fashion and the metaverse remain relatively new market segments with creators still discovering how to sustainably work and create value for themselves. Faith Tribe unlocks new opportunities for designers and creators on a global scale, and through the metaverse gives them access to a new customer base.

With Faith Tribe, we are developing the first fully decentralized and community-owned ecosystem for the collaborative creation of fashion items, a multi-platform solution built with the latest blockchain, Web3 and NFT technologies. Faith Tribe allows creators to design, customize, mint and distribute their own digital and physical fashion assets in both the metaverse and physical realm, with platform participants also determining through a transparent and democratic process which garments should go into physical production.

As fashion moves into the metaverse, we also want to help our community of creators discover this new market and harness the economic potential of the metaverse while also contributing to the development of web3-native fashion. And, with fashion and luxury brands aggressively expanding into the metaverse, this new realm is at risk of being occupied by the same legacy brands currently dominating the industry. Our aim with Faith Tribe is to allow independent designers to break through, and not only create or co-create their own digital fashion designs, but also distribute them to an entirely new customer demographic (players/gamers) via stores in virtual metaverses, NFT & digital fashion marketplaces, in-game storefronts, etc.

At the heart of the ecosystem is the Faith community coin (symbol: \$FTRB), an ERC-20 token that serves to catalyze and bring together the global decentralized community of designers, visual artists, curators, fashion enthusiasts, influencers, brands, and buyers in an incentive-aligned way. We want to become the world's biggest creator-first open-source platform for fashion, optimally designed for collaboration, community participation, and discovery, where creators can transact directly with their buyers and participants are rewarded native tokens for their contributions to the ecosystem.

Watch our video ➔ <https://vimeo.com/647769690/937fbd764>

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INTRODUCTION

Mission

The mission of Faith Tribe is to develop a global creator ecosystem that fosters an inclusive and open environment for the successful creation, trading, distribution, and monetization of user-generated designs of fashion items. The project is committed to creating and integrating with a set of on-chain and off-chain tools that will give creatives all over the world the opportunity to embrace web3 practices and collaborate on the design, production and distribution of fashion assets.

Faith Tribe brings together the global community of designers, artists, curators, bloggers, influencers, brands, and buyers in an incentive-aligned way, allowing participants to earn tokens through their contributions to the ecosystem.

As web3 fashion moves into the metaverse, we also aim to offer independent creators all the tools, services, core technologies, and market access necessary to launch their own designer label and compete on an equal footing with any of the globally-recognized brands.

We wish to remove all restrictions and empower the individual to unleash their creativity in both the metaverse and physical realm.

Motivation

Means of creation and distribution in the fashion industry have dramatically changed over the last two decades. Designers are no longer limited to analog methods and now have access to an evolving array of digital tools that streamline their workflow. But it wasn't until the global pandemic that the fashion industry was shocked into accelerating its technological adoption. We have effectively entered a new era in the history of fashion where the digital layer of the economy is becoming as vital as the physical one. As more of our lives happen online, we can expect more interactive virtual spaces to emerge. High-street brands are integrating digital assets into their overall strategy, native digital economies are emerging around the concept of NFTs and digital asset ownership, and fashion has started to carve its place in the metaverse. Within the \$3 trillion global fashion industry^[1], digital fashion and the metaverse remain relatively new market segments with designers and creators still discovering how to sustainably work and create value for themselves.

The modern consumer is also getting younger, Gen Z and Millennials are expected to contribute 130% of market growth between now and 2025 according to Bain & Company^[2]. Consumers are also less loyal to brands and are increasingly looking for active ways to express their individuality online and at scale. Faith Tribe allows consumers to not only express themselves but also contribute to the creative process.

The idea behind Faith Tribe came from our aspiration to recreate the collaborative culture and collective design process of our native brand *Faith Connexion* and unlock new opportunities for designers and creators on a global scale.

Our objective is to give the thousands of new creative voices that compete for attention every year a new way to get noticed and express themselves outside the control of incumbent businesses. We want to introduce the first truly open and global fashion design platform where income disparities, education level, race, gender, geography, or country of origin are irrelevant, and individuals are evaluated democratically by the quality of their contributions.

[1] [Fashion United](#). [2] [Business of Fashion](#)

INTRODUCTION

Faith Tribe is an interactive ecosystem fostering an inclusive and diverse community where we merge the physical and digital spaces of fashion, art, and culture. By giving like-minded participants their own collaborative space to innovate and experiment, and by tapping into the potential of the metaverse, and the latest Web3 & NFT technology, we are introducing new opportunities to the community of creators.

Metaverse & Digital Fashion

In 2021, luxury fashion saw a surge in engagement with NFTs and web3 fashion. The numerous high-profile collaborations and successful NFT drops involving some of the world's most prestigious luxury brands have proven once and for all that the industry has become fully invested in the exploration of digital fashion and the metaverse.

As the fashion industry moves further into web3, we expect the metaverse and integrated gaming environments to become indispensable interactive spaces for any fashion label. We are looking forward to a time where demand for fashion goods in the metaverse has become as significant as the demand in physical and digital stores, and buyers actively seek out digital-physical hybrid and immersive shopping experiences. Morgan Stanley estimated that metaverse gaming and NFTs could constitute 10% of luxury's addressable market by 2030, making it a €50B revenue opportunity.

With fashion and luxury brands aggressively expanding into the metaverse, this new realm is at risk of being occupied by the same legacy brands currently dominating the industry. With Faith Tribe, we are building a community-led platform that allows independent designers to not only create or co-create their own digital fashion designs, but also distribute them to an entirely new customer demographic (players/gamers) via stores in virtual metaverses, NFT & digital fashion marketplaces, in-game storefronts, etc.

We are inviting designers to discover a new market, and join a decentralized community of likeminded individuals. We have already established ties with design institutions with the goal of initiating the new generation of creators into web3 fashion, and educating them on the benefits of open-source design, and the wealth of opportunities emerging everyday in the metaverse.

We want to help our community of creators understand and harness the economic and brand-building potential of the metaverse while also contributing to the development of web3-native fashion.

INTRODUCTION

Vision

Our vision is to bring the global pool of creative talents together in an incentive-aligned way, allowing them to collectively participate in a unified and democratic creative experience with a strong focus on web3 and metaverse utility:

- **Community-owned and operated** network where the incentive between the platform and its participants are aligned.
- **Governance power is earned** by creating value and contributing to the development of the network.
- **Contributors directly engage and transact with their buyers** which allows creators to align their output with what end users value.
- **Democratized access** which means anyone can contribute to the development of the network from fashion enthusiasts to seasoned visual artists and designers as long as they follow the rules.
- Contributors determine through a **transparent and democratic process** which garments go into physical production.
- Creators maintain **ownership over their digital assets in perpetuity** and therefore participate in all its future sales.
- Provide all essential components and support necessary for independent designers and entrepreneurs to **launch their own web3 fashion brand in the metaverse economy**.
- **Broad platform support across multiple layer 1 and layer 2 blockchains** to maximize access and utility for the community.

SOLUTION

Overview

Faith Tribe is building the first decentralized ecosystem for the collaborative creation of digital and physical fashion goods – a multi-platform solution that will be used by different stakeholders to accomplish different goals.

Faith Tribe solves structural bottlenecks for independent creators by enabling digital fashion content creation, discoverability, distribution, and physical production. The solution coordinates ownership and rights of digital and physical fashion designs and empowers any one of its stakeholders to contribute to the ecosystem by interacting with other participants and engaging in value-added activities. It also enables designers and entrepreneurs to launch their own fashion labels within the web3 and metaverse economy with the support of our community and core platform experience.

Faith Tribe enables its stakeholders to better pursue their respective goals. While not exhaustive, here are the main participants in the ecosystem:

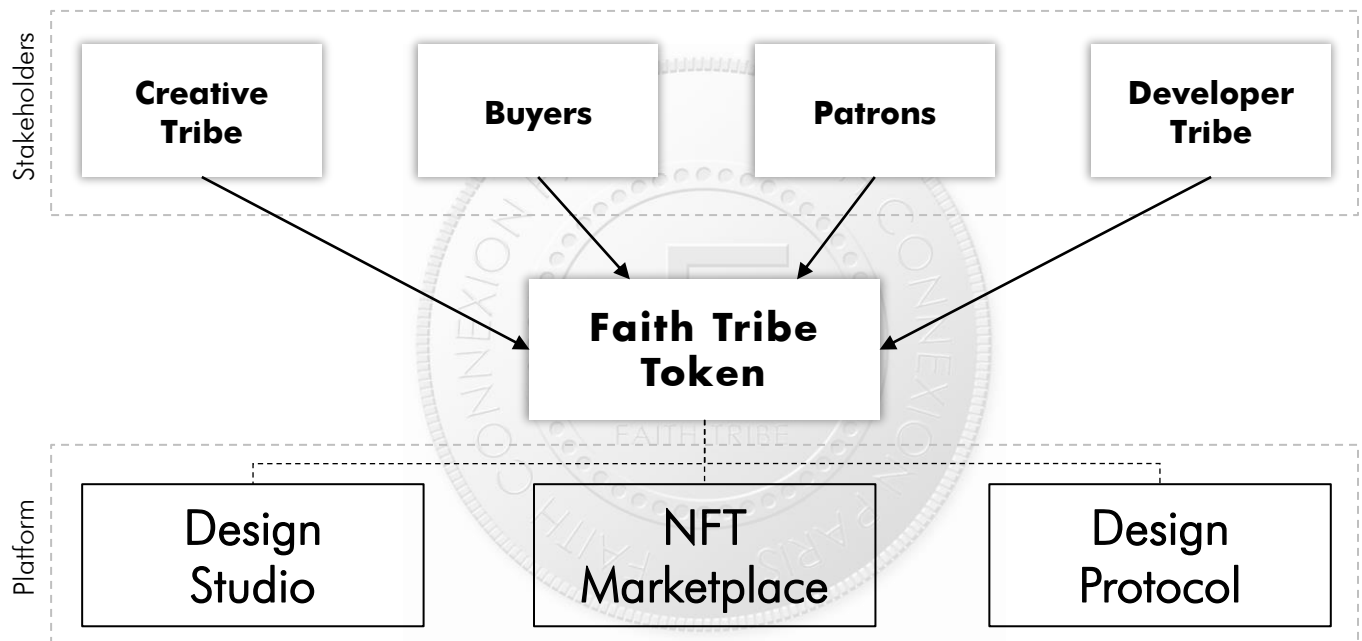
Creative Tribe - Community of physical and digital fashion designers, visual artists, studios, and any type of individual contributing to the creation of a fashion product and its constituent designs, or any verified creator or collective or entity invited to mint designs.

Buyers - Any individual who purchases digital or physical products from any extant distribution channel.

Patrons - Any individual who actively participates in the crowdfunding of individual pieces or whole collections.

Developer Tribe - Core developers of the Faith Tribe network, responsible for the ongoing product development, technical and partner integrations, facilitating network governance and community development.

The solution provides four key capabilities to stakeholders



SOLUTION

FAITH TRIBE Community Coin

At the core of Faith Tribe is the community coin (\$FTRB), a catalyzing force to bring the community together and collectively govern the **FAITH TRIBE DAO** – a decentralized autonomous organization that will monitor the platform, allocate funds from the community treasury, and vote on proposed modifications and improvements to the FAITH TRIBE platform and its adoption.

The community coin confers both economic and governance rights, meaning coin holders can participate in product strategy, leadership decisions and treasury fund allocation. The coin will always be funneled to the most value-added contributors measured using on-chain metrics, effectively tying in governance and incentives to those who are most active and dedicated to the success and development of the network.

The community coin is the economic glue that unifies all components and constituents of the system.

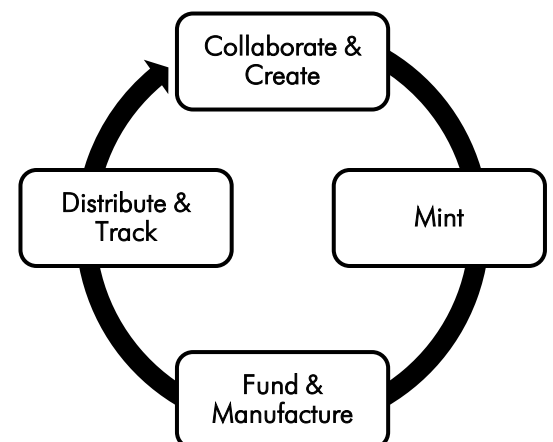
The coin will also be airdropped to early adopters and our core community of designers, artists, influencers, and other individuals who believe in our mission and have the incentive to become active members of the ecosystem. Coin holders will always benefit from a guaranteed discount and the right to purchase digital and physical assets at cost from both the NFT marketplace and the Faith Connexion brand store. The Faith Tribe coin (an ERC-20 token) and the functionality of the solution will be based on the Ethereum blockchain and will be bridged to other layer 1 and 2 chains in the future. It will also be launched on the Polygon blockchain for the lower gas fee benefits. This will provide maximum accessibility, utility, and pairing with liquidity whilst supporting the largest footprint of integration with other protocols.

Designer Studio

The Designer Studio is the core product experience for the community, it provides a digital business-in-a-box for creators, supporting the end-to-end experience for the Creative Tribe.

- Enables designers to create physical designs for whole garments, outfits, collections, and accessories, all backed by NFT technology.
- Designers & artists will work independently or collaboratively on their own designs or choose an existing and eligible garment to customize.
- Create a single or collection of digital-only fashion goods with or without a physical twin
- Mint digital, physical or combination design assets, set price, distribution rights, and royalty fees using a common NFT standard for encoding designs.
- Track distribution and sales of digital and/or physical products.

Designer Studio



SOLUTION

NFT Marketplace

Connects the creative tribe to the population of buyers using Web3 technology

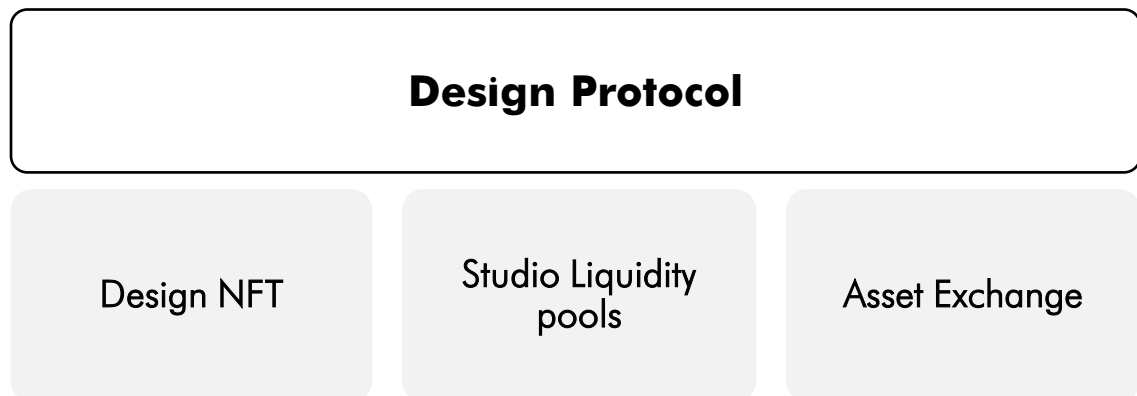
- Enables the sale of digital and physical product NFTs.
- Community-led seasonal product drops where platform participants collectively choose the designs that will be produced and distributed by our platform partners through a mass-crowd voting system.
- Create ad-hoc drops for one-off, limited production, and open-ended production runs for sale by designers through their own distribution channels.

Design Protocol

The Design Protocol provides the underlying technology infrastructure on which the studio and marketplace operate and integrate with the rest of the ecosystem.

It allows platform participants to individually or collectively create, mint, and distribute fashion design assets whilst also enabling all participants to capture the long-term value of the assets.

The solution is composed of the following major components



The Design Protocol specifies an open common data and transaction standard for describing the creation and use of fashion design assets as NFTs.

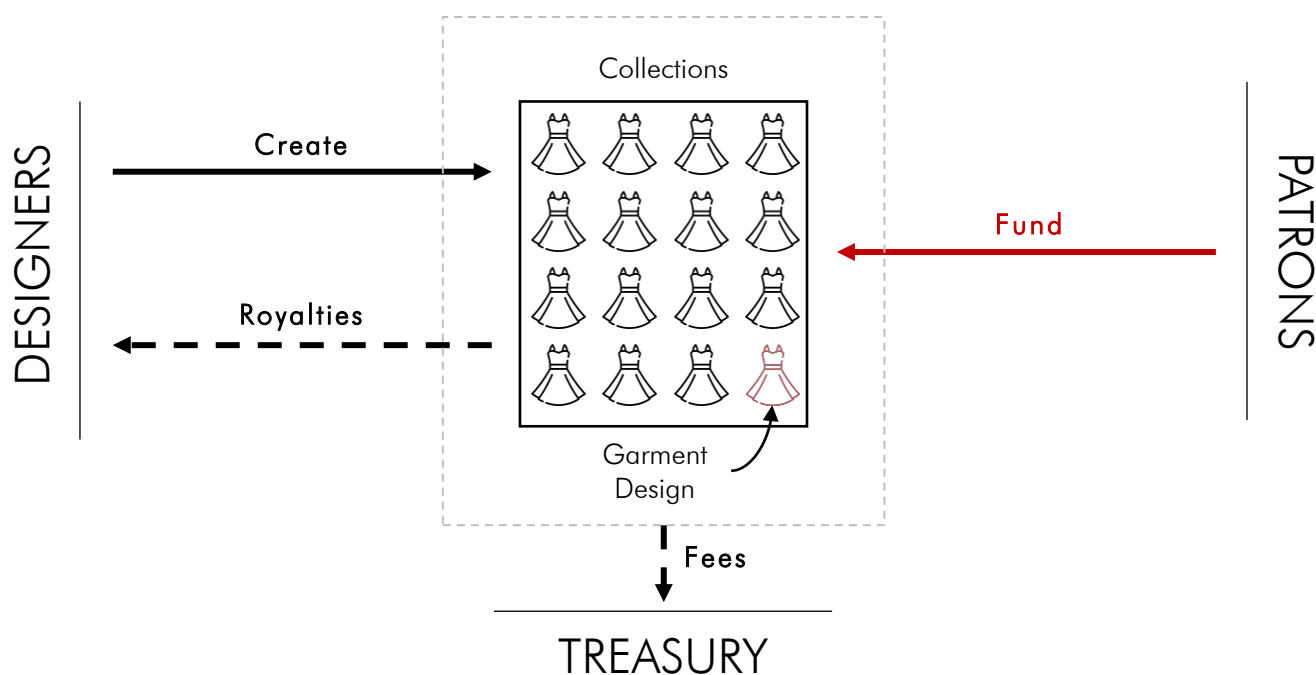
- Enables integration with other Decentralized finance (Defi) protocols to maximize the value creation and capture within the system. For example, integration with Defi protocols such as AAVE and other NFT marketplaces.
- Supports the integration with other platforms through open data and transaction standards for digital and physical assets.

SOLUTION

Design Non-Fungible Tokens (NFTs)

NFTs are unique verifiable digital assets that are traded on blockchain technology and provide an unbreakable link between the original creator and current holder. NFTs can be traced and authenticated on-chain and give designers access to all extant digital distribution channels.

NFTs can be minted for a digital asset or a physical asset, or a collection of assets. The NFTs include all the necessary metadata, including contributor information, contributor ownership splits, design assets for digital and physical versions, related media assets such as designer sketches or photography, pricing, use and re-use rights, and the royalty curve for designers and patrons. The individual assets can be bundled into collections of assets where all metadata can be applied to all assets in a collection.



NFTs can also be minted for original digital and physical design templates, which are available for customization, reuse, or remix by the community of creators. In addition, the creator of the NFT can choose to supplement the asset with exclusive perks, which include, but are not limited to, access to physical, virtual or metaverse-based fashion shows, clearance sales, invite-only previews, special merchandise, and social/community events.

Critically, the Faith Tribe NFTs will be based on community accepted standards to ensure maximum interoperability between products and systems, such as supporting NFT Royalty Standards like Ethereum EIP-2981. Where standards do not exist, Faith Tribe will coordinate and collaborate to help seed or move forward consensus on open standards.

SOLUTION

Studio Liquidity Pools

The Studio provides a mechanism to pair a current set of assets or future set of assets with liquidity to support the creation and/or physical production of a single asset or a collection of assets. The liquidity pools are a set of blockchain smart contracts that coordinates the deposit, use, and withdrawal of NFT assets managed by the pool and the use of any liquidity paired against the asset.

Asset Exchange

The asset exchange is a set of smart contracts powering the NFT Marketplace that enables the purchase, sale, trade and redemption of NFTs. The exchange provides the mechanisms for the community to coordinate new drops of assets and decide which assets are featured on any given day. It is also integrated with traditional ecommerce distribution channels to track the sales and performance of every individual asset, and provides for integration with the broader distribution ecosystem, ensuring terms and conditions of any contractual relationship are honored.

Blockchain Selection

The initial protocol and product implementation will be homed on the Ethereum blockchain which delivers the best option for (1) maximizing access to liquidity, (2) connecting with the largest wallet owning user base, and (3) access to mature and improving developer tooling. We are also launching the token on the Polygon blockchain for the lower gas fee benefits.

It is likely that all protocol components will further be bridged to other emerging layer 1 and 2 blockchains (such as Solana) to provide maximum utility and pairing with liquidity as well as supporting integration with other protocols as needed for maximum benefit to the community.

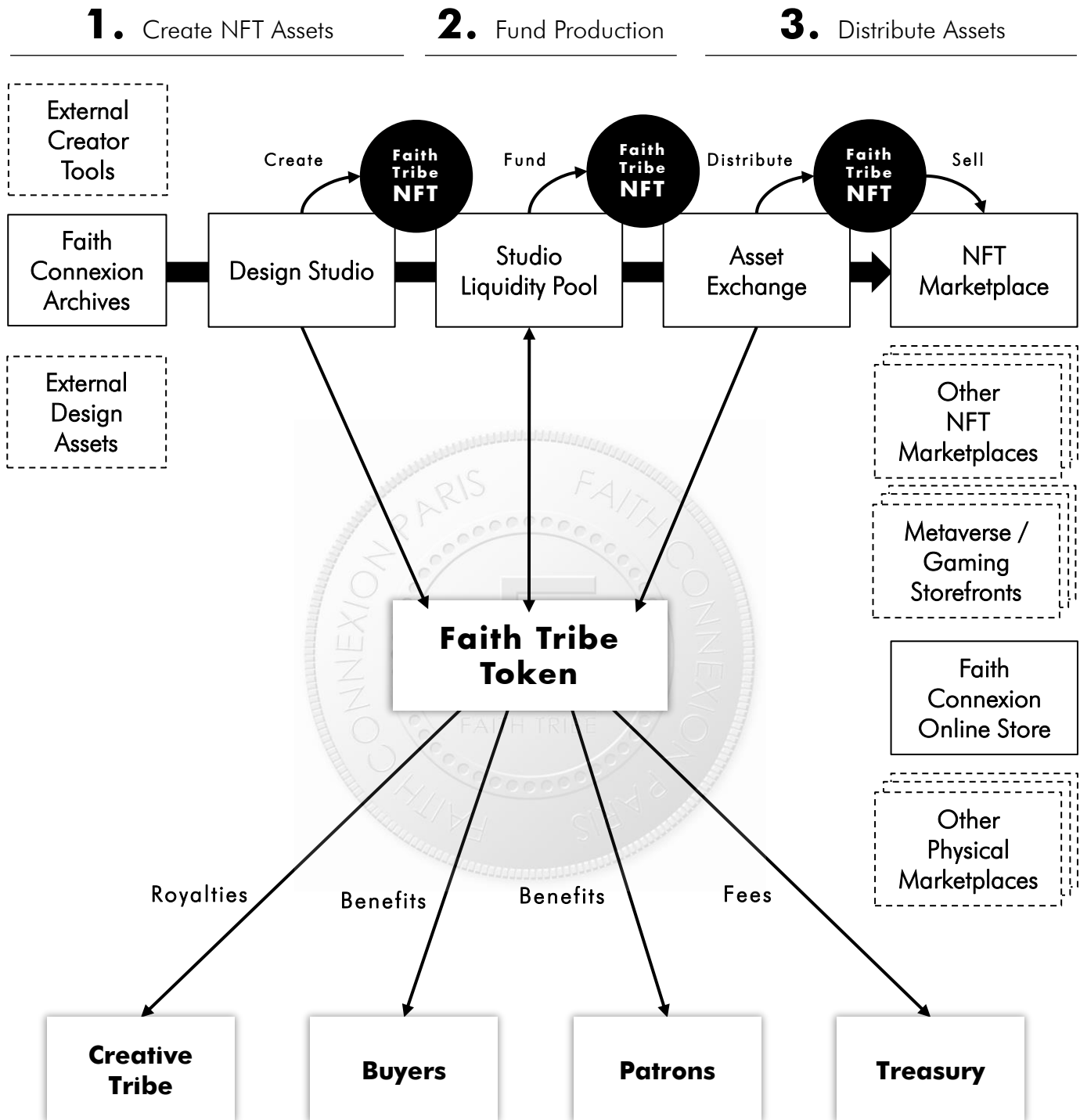
System Mechanics

Each of the components are designed to work together to deliver a system that coordinates the distribution of physical and digital design assets.

1. A Faith Tribe member uses the Designer Studio to create new or remixed design assets or a collection of design assets, minting new Design and Collection NFTs. Access to functions of the studio are permissioned through possession of a minimum number of Faith Tribe coins.
2. The Faith Tribe member deposits NFT Design Assets into a liquidity pool in order to fund the production of assets. The Faith Tribe accumulates a share of fees for enabling the pool.
3. The Faith Tribe member sends the Design NFT to the Asset Exchange for distribution direct to consumer or through various online and offline commerce channels within the web3 fashion and metaverse economy, whether physical NFT, digital NFT, or both. The Faith Tribe coin accumulates a share of sales transaction fees.
4. Fees collected through the Faith Tribe coin are distributed to the various stakeholders including a deposit into the treasury for future use by the Faith Tribe community.

SOLUTION

Core Flow High-level Diagram



FAITH TRIBE ROADMAP

Product and community roadmap

The product and community development roadmap will be reviewed and updated over time in line with the collective decisions and proposals of the Faith Tribe DAO, and is therefore liable to change over time.

PHASE 1 / Q4-2021	PHASE 2 / Q1-2022	PHASE 3 / 2022-23
Build Awareness Faith Tribe Launch <ul style="list-style-type: none">• Art Basel Miami launch event and NFT showcase• Announce core technology & ecosystem partners (Designer Studio Partner Program)• Launch Faith Tribe DAO• Token Mainnet Community Outreach <ul style="list-style-type: none">• Community Public Sale• Announce Community Grant Program• Announce first schools grants	Product Launch Platform Development <ul style="list-style-type: none">• Staking for token holders• Announce Design NFT Specs• First Faith Connexion Design Library drop• Launch Designer Studio V1 on Mainnet - Minting Digitals and Physicals (<i>Legitimate Tech</i> integration), Royalties, Analytics DAO Activity <ul style="list-style-type: none">• Basic mass-crowd voting mechanism built• Launch Designer Success Program• Drop First NFT Collection resulting from community collaboration and Faith studio Community Outreach <ul style="list-style-type: none">• Massive global outreach to all fashion design schools Fashion Event Schedule <ul style="list-style-type: none">• New York, London, Milan & Paris Women's Fashion Weeks in February and March 2022• Participate in virtual shows on metaverse platforms.	Integrations & Scaling 2022 / Ecosystem Integrations <ul style="list-style-type: none">• Designer Studio Development<ul style="list-style-type: none">➢ Third-party plug-in system, creator tool integrations (e.g. <i>PlatformE</i>)➢ Third-party marketplace integrations and Asset Exchange➢ Develop customization and collaboration capabilities➢ DeFi products, Stablecoin 2023 / Scale <ul style="list-style-type: none">• Second Faith Connexion Design Library drop• Launch Liquidity Pools for Crowdfunding, Layer 1 and 2 bridges & integration, NFT DEX Fashion Event Schedule <ul style="list-style-type: none">• Q2-2022: London and Paris Men's Fashion Weeks• Q3-2022: Paris Haute Couture; New York, London, Milan, and Paris Spring-Summer Fashion Weeks• Q1-2023: New York, London, Milan and Paris Women's Fashion Weeks• Participate in virtual shows on metaverse platforms. <p><i>Note that we will organize and participate in other unscheduled cultural, art, fashion and community events.</i></p>

GOVERNANCE

Community-owned platform

Faith Tribe cannot fulfill its vision of a community-owned and operated platform without a decentralized governance protocol, whereby creators, artists, developers and other participants are individually and collectively given the right to vote on decisions about both technical and nontechnical proposals to modify or upgrade the platform.

Governance gives all token holders the ability to properly voice their opinions and contribute to the development of the Faith Tribe solution, which includes, but is not limited to, feature and partner integrations, royalty rates, token distribution, community treasury allocation, and fee pool allocation. By enabling a framework where token holders can effectively influence the evolution of the platform, Faith Tribe is ensuring that the growth of the system is continually aligned with the most value-added and mission-driven contributors.

The goals of governance are:

- Attracting talented people to actively contribute to the mission.
- Fair distribution of ownership and control.
- Ownership and operation by the community.
- Compliance with regulatory authorities.

TOKEN DISTRIBUTION

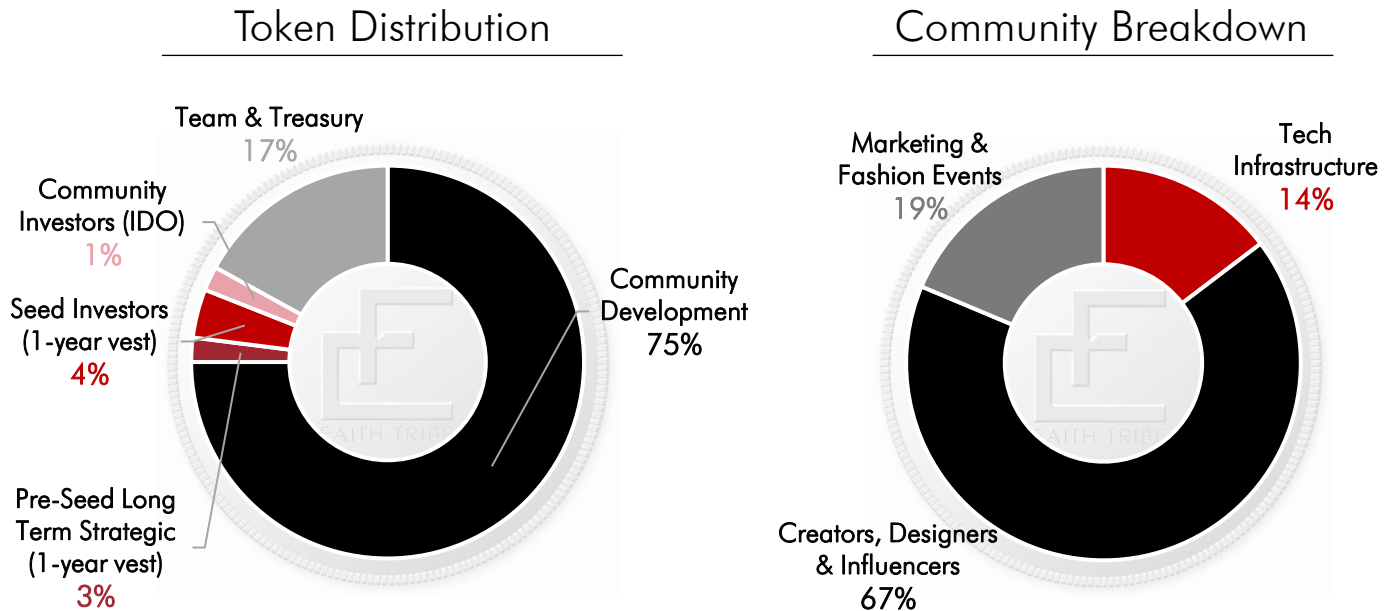
Faith Tribe Token Issuance

The first token issuance will focus on distributing ownership and participation in the network to curated businesses, startups, creators, artists, and influencers in the fashion and lifestyle industries to populate the platform with the right participants in order to drive and capture the utility value of the token. The raised capital will be used to fund the development of the Faith Tribe Solution.

The coin will be launched on the Ethereum blockchain, as well as Polygon blockchain for the lower gas fee benefits.

There will only be 5 billion Faith tokens minted in aggregate to be distributed in multiple phases over the next 10 years starting with 750 million tokens in the first year. After the lapse of 10 years, the token issuance will have the following distribution:

5B Token Supply Breakdown

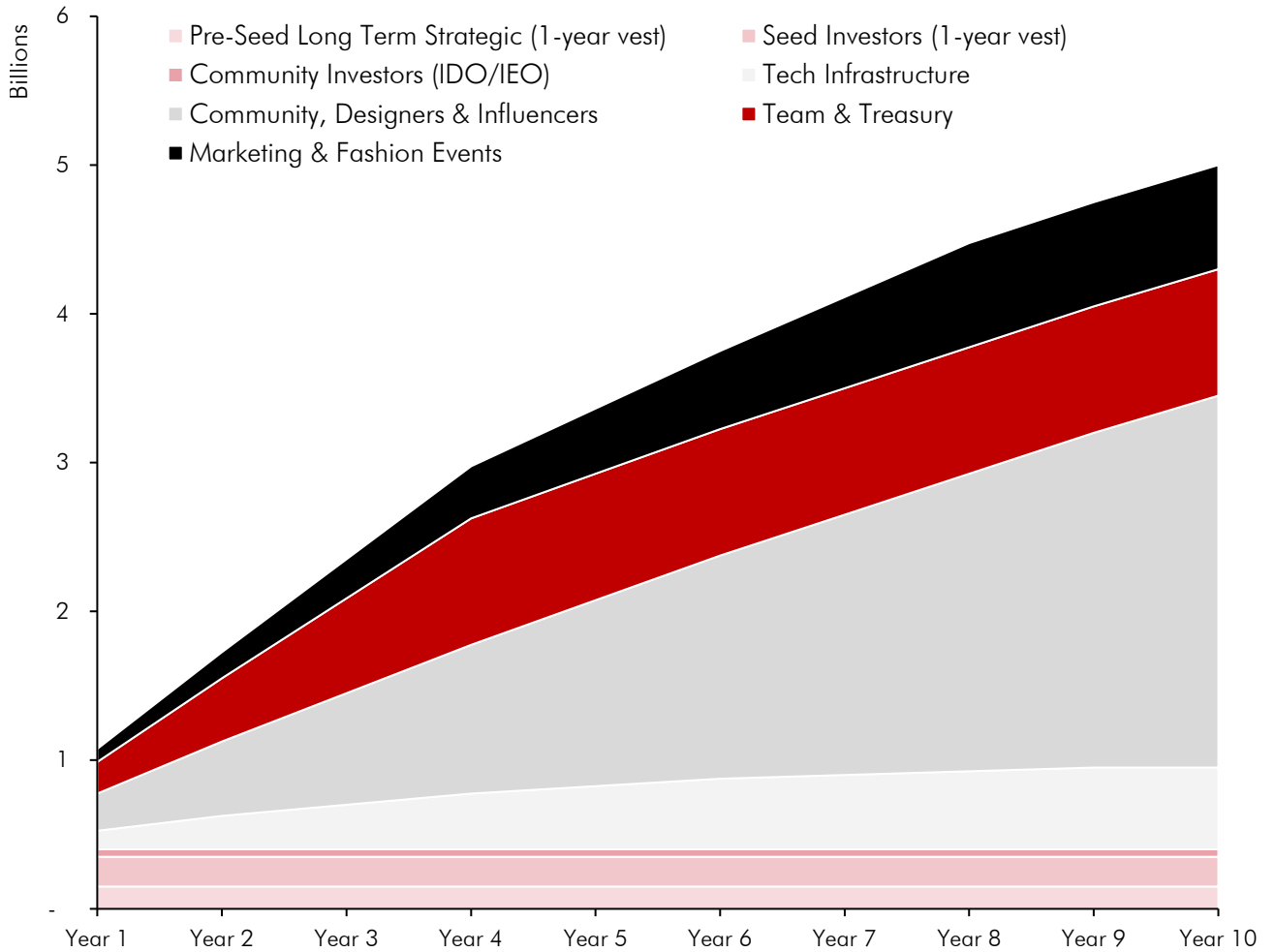


- 17% allocated to the core team and general treasury, the token allocation will vest linearly over 4 years starting from the network launch.
- 8% sold in either a private sale to selected buyers or a public liquidity bootstrapping event to secure initial funds for the development of the platform. 10% of tokens allocated to the Seed Investors will be released at TGE and the remaining 90% will vest over the course of a year.
- 50% granted to creatives, designers, influencers, other early patrons, projects, partners and startups to accelerate the growth and adoption of the platform.
- 11% given as compensation to people or groups or institutions responsible for the ongoing development of the studio, marketplace, and integration of ecommerce distribution channels.
- 14% distributed during in-person or online fashion events, showcases and other marketing activations to build awareness for the platform.

TOKEN DISTRIBUTION

Token Distribution Schedule Over Next 10 Years

Circulating Market Cap at TGE: \$520K i.e. 52 million tokens



TEAM

Core Team



Wahid Chammas
Growth & Operations
Faith Tribe



Founder & CIO of *TyreGate Capital* and longtime investor in fashion through partner VC firm *The Luxury Fund*. Former Managing Director & Portfolio Manager at the *Janus Capital Group*. 8+ years as VP & Equity Securities Analyst at Goldman Sachs.



Gordon Matthey
Product & Technology
Define Labs / Faith Tribe



Entrepreneurial product-led tech executive with 20+ years experience across consumer products in ticketing, fashion, media & entertainment. Product & blockchain architecture for privacy-focused distributed database software (*Phorm*), B2B marketplace solution for industrial enterprises (*SupplyOS*), Steadycoin backed by real assets (*Realex.io*), treasury management (*Revest*), Bonds-as-a-service (*Rena.finance*).



Maria Buccellati
Chief Creative Officer
Faith Connexion / Faith Tribe



American fashion icon and entrepreneur. Co-owner of Faith Connexion since 2011 and President / Chief Creative Officer since 2017. 30+ years in fashion and 5+ developing Faith Connexion's marketing, brand positioning, PR and market entry strategies while also serving as its brand ambassador. She is active on the international scene, creating awareness for the brand in fashion, music & art communities the world over.



Simon Abboud
Digital Assets
Faith Tribe



Tarek Hourie
Marketing & Community Development
Faith Tribe



Advisors



Brock Pierce
Futurist, Philanthropist,
Economist, Creator



Entrepreneur and venture capitalist with an extensive track record of founding, advising & investing in disruptive businesses. He's credited with pioneering the market for digital currency and has raised >\$5B for companies he has founded. He is the Chairman of the Bitcoin Foundation and co-founder of EOS Alliance, Block.one, Blockchain Capital, Tether, & Mastercoin (first ICO).



Mario Nawfal
CEO
NFTtech.com



Lifelong entrepreneur, having built multiple successful companies for 8+ years. He is the CEO & co-founder of NFT Tech, founder of International Blockchain Consulting, partner at International Blockchain Legal and a leading figure on Bitclout and crypto in general. He plays a key role on DeSo with 3 projects reaching Top 10 status. He is behind some of the most successful projects in crypto, and is very involved in both NFTs and the Metaverse.



Conner Chevaillier
CEO
Data Syndicate



Involved in blockchain and crypto for 8+ years. Conner is an independent cryptocurrency analyst and trader, lead futurist at *Dogelabs*, a strategy consultant at *Tulsa Blockchain Lab*, and the CEO of Data Syndicate.

PARTNERS

Strategic Partner Funds

TYREGATE CAPITAL
TYREGATE CAPITAL HOLDINGS LTD

Principal Holding that combines Family Office with Private Equity and Activist Public Equity Asset Management that invests in publicly-listed securities, private companies, start-ups, PE funds, commodities, and currencies. It has 37 companies under direct and indirect ownership, a quarter are in Fashion & Fashion-Tech.

**NFT
TECH**

Leading investor and strategic partner in NFTs and Metaverse innovations. NFT Tech focuses on deploying capital in cutting-edge companies within the NFT ecosystem. With deep expertise and an unparalleled network, it selects platforms that it deems to have huge opportunities in launching or furthering the NFT space. It has invested in some of the best NFTs, P2E games and Metaverse projects, such as *1Inch Network*, *Age of Tanks*, *Axie Infinity*, *CryptoPunks*, *DeSo*, etc.

**TLF
VENTURES**

Venture Capital fund that invests in early to early growth stage startups aiming to upend the luxury and fashion space through innovative applications of technologies along the full retail and fashion value chains. It has invested in digital fashion, NFTs, digital/animated celebrities & entertainment media, circular fashion, 3D body modeling & sizing, niche marketplace, and last-mile delivery.

 **THE LUXURY FUND**
management

Early-stage venture capital firm investing globally in the technology, fashion-tech, and luxury-tech sectors. TLF and its associated funds has been an active part of the global luxury & fashion ecosystem for the last 12 years with investments in Europe, US, and the Middle East.

Technology Partners

DRESSX

DEFINE LABS

Platform

 **Legitimate**

Brand Partner

FAITH CONNEXION

Founded in Paris in 2000, it is a global fashion brand: a collective of designers & artists focused on a new translation of fashion. Gained prominence in 2015, and became one of the leading & trendiest luxury street-wear brands in the world.

Community Partner

istitutomarangoni 
enhancing talent since 1935

International school of fashion, art and design with an Italian DNA that has nurtured talent for over 80 years, where over 4,000 participants from more than 107 countries come together to share a unique experience of cultural exchange and dialogue.



FIND US AT

Faithtribe.io



SMART CONTRACT AUDIT



Omniscia