

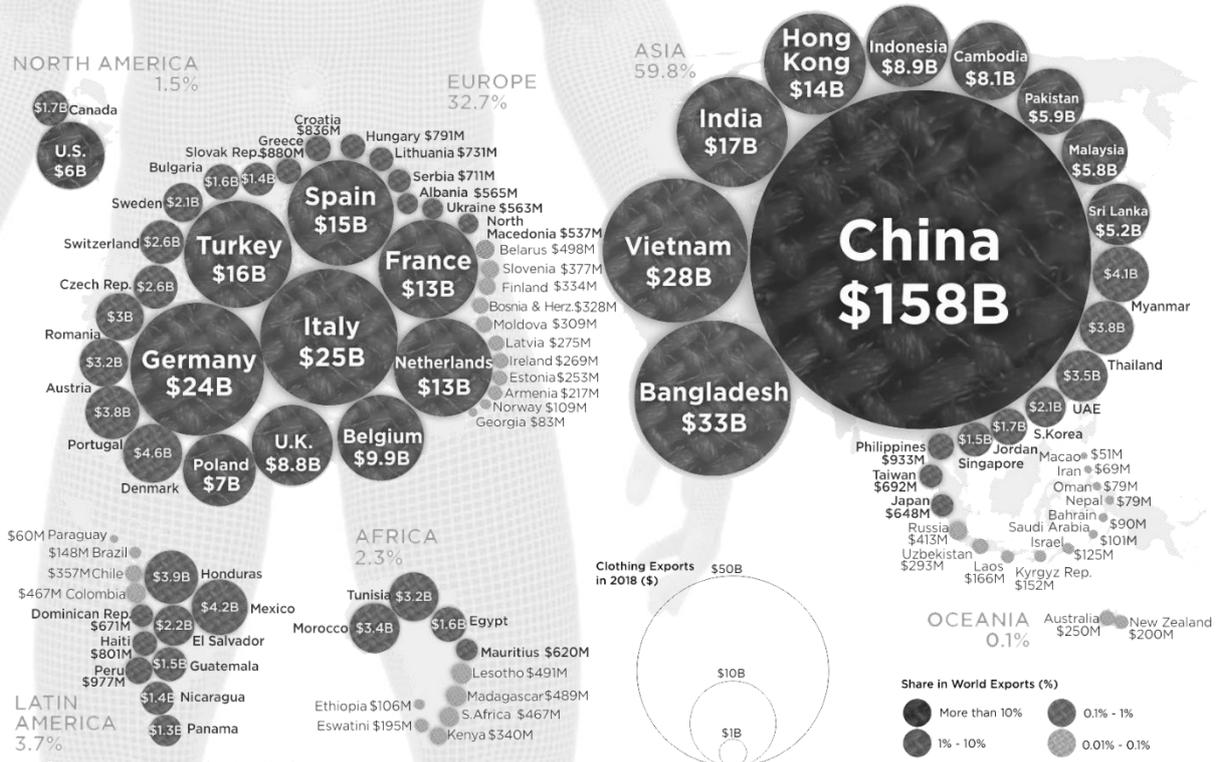


# METAWEAR

Virtualized Real World Clothing

WHITE PAPER

Value of the global fashion industry: 3,000 billion dollars (3 trillion dollars), 2 percent of the world's Gross Domestic Product (GDP). **Retail value of luxury goods market:** 339.4 billion dollars **Value of the menswear industry:**402 billion dollars **Value of the womenswear industry:** 621 billion dollars **Bridal Wear market:** 57 billion dollars **Childrenswear market:**186 billion dollars **Sports footwear market:** 90.4 billion dollars



Note: Only countries with more than \$50M in clothing exports were considered.

Article & Sources:  
<https://howmuch.net/articles/world-map-clothing-exports>  
 World Trade Organization - <https://data.wto.org>



Increasing demand for apparel from the fashion industry coupled with the growth of e-commerce platforms is expected to drive the market over the forecast period.

The textile industry works on three major principles, namely designing, production, and distribution of different flexible materials such as yarn and clothing. A wide array of processes such as knitting, crocheting, weaving, and others are largely used to manufacture a wide range of finished and semi-finished goods in bedding, clothing, apparel, medical, and other accessories.

### METAWEAR® FUCTION IN REAL WORLD

As MetaWear®, we implement unmatched new ideas and practices in sector's Strategic Purchasing, Design, Production Quality Control, Marketing and Sales branches by supporting with cutting-edge digital technologies in one of the world's largest industries. We are taking the role of playmaker in transformation to Web 3.0 in textile sector.

## **METAWEAR® FUNCTION IN METAVERSE**

We are providing the integration of the textile industry existing in the real world, Designers, Manufacturers, Well-Known Brands, Existing Designs, Advertising and Marketing Organizations, Fashion Shows, Fairs, Shopping Centers and Sales Points and Stores into the world of METAVERSE with all their players and elements, thanks to ultra-realistic virtualization technologies and digital design teams.

### **What We do in METAWEAR® ?**

**For the Universe:** To make the existing textile industry and all its elements more efficient, more environmentally friendly, faster, more accessible and larger in a global scale by using the latest technologies.

**For the Metaverse:** To transform the textile industry into the metaverse with its current brand design values, recreating new brands, Alternative models, new collections and practices

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## **1 The IDEA of MetaWear**

Textile Industry professionals point out to three main challenges in field. They need to be improved both in terms of pace and cost effectiveness. Also, high production costs make it difficult to keep up in the market, and competition between smaller and big international companies is harsh.



## 2 CLOTHING AND TEXTILE TOP 3 PEER CHALLENGES

### 2.1 Recycling and Sustainability

There is an insufficient sustainability in textile production and recycling. Finding a way to separate different materials so they can be recycled, both pre-purchase and post-use is key for the industry.

### 2.2 Costs

Costs of production in the clothing industry increase frequently due to fluctuation of the commodity prices. As more companies enter the business, the prices of materials needed for production continue to rise. When a company-clothing lines get more(/too) expensive, customers move on to cheaper brands unless the firm manages to position its products in a niche market where higher prices might be more accepted.

### 2.3 Competition

More affordable international brands, such as Zara and H&M, and online sellers present a competitive challenge for smaller/local companies, and take a big part of the market share due to their impressively effective supply chains.

#### Other Challenges

- Environmental Impact
- Finding skilled workforce
- Lack of human and labour rights
- Availability of raw materials

Research-based trends and short-term forecast Overview per country In 2025, India's apparel market size will be 200 billion US\$ , China's 540 billion, USA's 285 billion, and EU 27's 440 billion. World's fiber consumption will be 14.3 kg per capita in 2030, and China will hold 32% of the global consumer demand across all fibres in 2020 (ITMF).

### 2.4 Environmental Impact

Excessive use of water resources, chemicals and sweat-shop labor have a high environmental impact. To counter criticism, manufacturers will have to adhere to responsible sourcing: monitor factories for working conditions, quality, counterfeit protection and waste generation. Governments are also encouraging natural textiles industries.

If you are interested in getting more industry insight for the clothing and textile business, make sure you visit [www.reportlinker.com](http://www.reportlinker.com) to start your market research.

## **3 VIRTUALIZATION & DIGITAL TRANSFORMATION IS THE KEY FOR ALL**

### **3.1 Recycling and Sustainability Problem**

In the textile sector, initially the strategic decisions are made, then designs are determined, fabric yarn dye and other raw materials are selected. Designs are made, samples are produced, sent for approval, revisions are made, modelled, produced in every color in every size, marketed, distributed and sold. Unsold products are diverted to alternative channels and eventually disappear. Textile products are among the products that cannot be 100% recycled.

This whole cycle causes immense amount of labour, energy and raw materials. Sometimes, a sample is studied for a year, then this sample is transferred by air cargo in such a cost inefficient way that it rotates around the world 3 times.

### **3.2 Recycling and Sustainability Solution of MetaWear®**

Yet, thanks to technologies that can reflect the appearance and natural movements that achieve 98,5% realism and the simulation of the movements of the fabric design on the model into a real-life environment, very important contributions to sustainable production are made through reducing the rate of waste and waste with pre-made on demand production systems and planning. This is all thanks to collections that are produced in the right quantities, in the right sizes and in the right colors in an environment where unproduced products are marketed, distributed and even customer feedback is received.

### **3.3 Costs Problem**

A field study and a survey were conducted to examine the types of product costing and cost management practices currently used by textile companies. Results were collected that provide an overview of the companies' characteristics, product offerings, and current and near-future costing practices. These results are evaluated qualitatively on a case-by-case basis as well as collectively. The results show that textile companies predominantly use traditional costing systems, leaving room for improvement in their cost management practices. This may involve correcting their use of standard costing and variance reporting or variable costing. Often, this means that textile companies would benefit from a greater understanding of the causes of their sizable overhead costs; they may want to consider implementation of such contemporary cost management practices as activity-based costing/activity based management. Some companies are certainly more inclined to charge ahead with the implementation of contemporary cost management practices than others. The reasons for this are discussed and suggestions for improvements are pointed out. The sharing of cost management practices in the textile industry can allow for benchmarking and, ultimately, improvements in cost, quality, and delivery time along the entire supply chain.

More production causes more cost. Inefficient production methods leads to even more costs.



### 3.4 Costs Solution of MetaWear®

In case digitalization provides the change in the above-mentioned issues, cost savings can be achieved not only in one field but also in dozens of different fields.

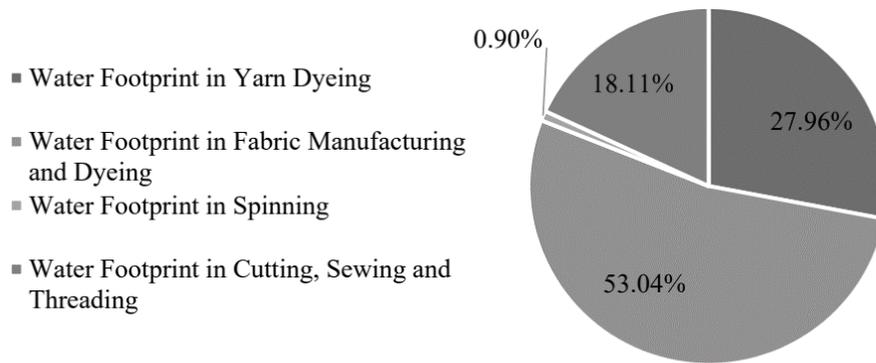
- ❖ Personnel Expenses
- ❖ Raw Material Expenses
- ❖ Energy Expenses
- ❖ Sales Marketing Expenses
- ❖ Postal Courier Cargo Expenses
- ❖ Communication Expenses
- ❖ Machinery Investments and Depreciation Expenses

### 3.5 Environmental Impact Problem

Grey water footprint of cotton cultivation is increasing gradually because of greater cotton demand; for per kg RMG production, grey water footprints of cotton cultivation were found to be 3695 L in 2020 and 3705 L in 2021. Here, only nitrogen fertilizer was considered to calculate grey water footprint as nitrogen is most susceptible to leaching because it cannot be retained by the soil. Phosphorus has low mobility in the soil and leaching is generally not a problem. Potassium mobility in soils is intermediate between nitrogen and phosphorus, but it is not easily leached because of having positive charge (K<sup>+</sup>), which causes it to be attracted to negatively charged soil colloids [36]. Total water footprints of knit and woven products are shown in Figure 3d. In 2016, total water footprint of cotton cultivation for knit and woven products was 13.4 billion m<sup>3</sup> and 11.6 billion m<sup>3</sup>, respectively.

Water footprint in different stages in the textile industry can be seen in Figure 9. A large amount of water is employed in fabric washing, dyeing and finishing, which is 58.9%, while water footprint in yarn dyeing is 26.9% of total water footprint in the textile industry. Percentages of water footprint in spinning (0.6%) and fabric manufacturing (0.5%) are very small because in these stages most water footprint comes from worker water consumption and pollution. For yarn dyeing and fabric dyeing water footprint comes from both the dyeing process and the workers involved in the process. In RMG sector, there is also no water footprint of the process, the only water footprint is contributed by the workers, which is 13% of total water footprint in textile industry. This percentage of worker water footprint is higher than spinning and fabric manufacturing as in RMG sector number of workers is higher than spinning and fabric manufacturing. Water footprint in wet processing is 86% because of high consumption of water in various steps of product manufacturing; the remaining 19% of water footprint was contributed by the workers working in the industry.

Average Water Footprint of Different Stages in Textile Industry



### 3.6 Environmental Solutions of MetaWear®

Less time, less energy, faster decisions, less production, less transportation and travel, less cargo and solutions that reduce the environmental impact of communication operations to zero. So How Do We Do It?

## 4 METAWEAR® KEY PLAYERS AND METAWEAR® ECO-SYSTEM

### 4.1 METAWEAR® Design Office

Here, MetaWear® entrepreneurs can create their own brands and collections, just like in the real world, and sell them both in the Metaverse and in the real world.

Investors who set up the necessary system investments and teams of designers in the design office can hire employees trained in the METAWEAR® Design Academy from the MetaWear® HR Office and implement their business models.

### 4.2 METAWEAR® Transformation Office

MetaWear® design offices can not only create their own collections but also continue their work by transforming real-world brands and products into the digital world. Thousands of collections are able to serve a very wide market thanks to the digitization of tens of thousands of products.

Real-world textile industry players, who have not yet recruited their own investment and designers, use transformation offices to receive this service.

### 4.3 METAWAER® Design Academy

The Academy teaches the following state-of-the-art design applications and certifies them.

**CLO** is the world's most preferred 3D Fashion Design CAD software program that creates virtual, lifelike clothing visualization with the latest simulation technologies for the fashion, apparel and textile industries.

**Swatchbook** is a fabric and material procurement and management cloud platform. (SaaS)

For the Apparel, Footwear, Accessories and Furniture Textile industries where materials and fabrics are used, virtual fabric provides a personalized user experience during the material creation and application process.

**Poly9** is an interactive 3D Catalog and Virtual Showroom visualization technology focused on increasing sales and marketing for brands and manufacturers.

**Vizoo Xtex Scanner** and Software are a bundle.

**Vizoo** offers the most advanced technology for scanning and digitizing materials and fabrics. It creates textures based on physical world for photorealistic 3D visualization.

**Romanscad** is a 3D shoe design software for the shoe industry that creates virtual, lifelike shoe visualizations with the latest and most powerful simulation technologies.

**Creative Cloud** and its components Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Acrobat DC, Fresco, Lightroom, Dreamweaver, etc. is a collection of more than 20 desktop apps, mobile apps and services for design, video, web, photography, UX, UI, AR, social media and more.

**KeyShot** is everything you need to create fast, accurate and amazing visuals. Featuring a real-time 3D rendering workflow it helps you see results instantly, reducing the time it takes to create that perfect shot. It is used to create product, sales and marketing images varying in a huge range, from scientifically correct material and environmental presets to advanced material editing and animation.

**Marvelous Designer** is a new generation software that attracts great attention in the game, 3D motion picture and animation industries all over the world and is used by the leading companies of these sectors to create dynamic 3D outfits.

**METAWEAR® Academy** is an institute established to train textile sector professionals with global certificates on these systems.

#### **4.5 METAWEAR® HR Office**

It provides sectoral human resources from within or outside the METAWEAR®S ecosystem.

MATAWEAR HR Office works as a program that manages the placement of professionals trained in the academy in real-world businesses such as design and transformation offices and deals all kinds of activities of this group.

#### **4.6 METAWEAR® Shops**

It is the shop where certified registered textile products based entirely on digital fashion, new generation fashion and design products are sold.

In the digital environment, avatars are either naked or are dressed in simple standard clothes. This shop, which sells real fabric, real design, special prestigious outfits and clothes that will be preferred by METAVERSE people, will be the biggest fashion and textile center of the future. Virtual fashion shows, new and famous designers, special collections for the occasion and interactive products are sold here.

### **5 METAWEAR® KEY ACTORS**

#### **5.1 METAWEAR® Entrepreneurs**

They are the investors and owners of the METAWEAR® Design Offices and METAWEAR® Transformation Offices. They implement the business model by copying the main model and adapting them on different countries and product segments, creating a certain investment and office space, and providing trained and certified human resources by the METAWEAR® Academy and METAWEAR® HR. These companies, which work as completely independent entities, can serve giant brands, while doing business in the real world, they can also create virtual collections in METAVERSE and produce and sell their own brands.

#### **5.2 METAWEAR® Designers**

They can work full-time in METAWEAR® design and project offices, as well as provide project-based services as a freelancer. They can participate in the design and collection competitions available in the METAWEAR® eco system and win prizes. In addition, they can develop their careers with each project and product. In addition, they can learn new systems at the METAWEAR® Academy and take charge in business with the new certificates they will acquire.

#### **5.3 METAWEAR® Teachers**

Certified senior designers with advanced design and application knowledge can climb a new step in their careers and give lectures online and face-to-face at the METAWEAR® Academy. They can also give lectures at universities and other educational institutions that provide education on fashion and design. They can provide consultancy to collections, giant brands and transformation projects on design.



## 6 METAWEAR® EVENTS and ACTIVITIES

- 6.1 Fashion Design Competitions
- 6.2 Fashion Forums
- 6.2 Digital Fashion Roadshows
- 6.4 Digital Fashion Shows (3D Avatars and Models)
- 6.5 Multi Brand Transformation Exhibitions
- 6.6 All Kind of Fashion Gatherings
- 6.7 Fashion Tech Events (Fashion Geeks Gathering)
- 6.8 Fashion HR Meeting and Job Opportunities
- 6.9 Digital Fashion Conferences

## 7 METAWEAR® WEAR Token Utility

**\$WEAR** will act as a native utility token of the MetaWear® ecosystem. Users who hold, stake, or transact with **\$WEAR**, will be given certain privileges and benefits. 10% of the entire **\$WEAR** supply will be dedicated to growing the ecosystem by incentivizing new and existing users.

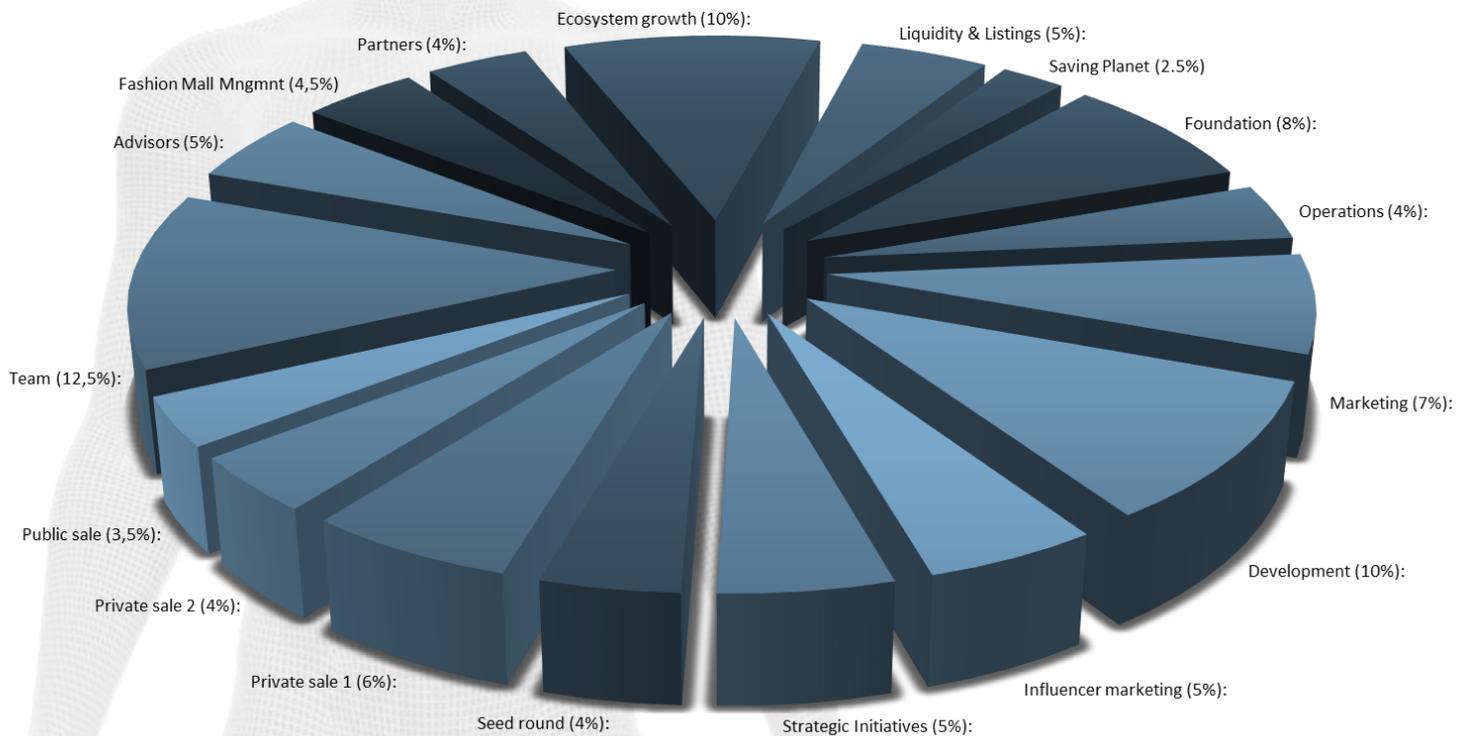
These funds will be distributed among mostly design teachers, designers and their design offices within a few years period after the launch (includes referral payouts too). New tokens will not be issued once the user growth pool is exhausted. The **\$WEAR** token utility includes but not limited to the following: Purchases and transactions of NFTs of MetaWear® Products, MetaWear Office assets (e.g. Tools Designs and libraries), or collections. of Event tickets, premium access of Services (promotions or tools) NFT 2.0 Trade (Cross Platform Digital Wearable Clothes and Accessories Huge Library and Own Marketplace) , Digital Brand Transformation Payments, Shopping Mall Trade and Buy Back, Rent and Operate, Franchise NFT Fashion Stores Rent And Commissions, In game Fashion Collections and Purchasable tools Libraries ( Big Creator Ecosystem Billings) Event & Competitions Adam & Eve (Celebrity Metaverse Meta-Human Fashion Models Fees and Fashion Shows. Event Cost in our Cross Platform Shopping Mall, Staking incentives Governance of Voting of Curation of MetaWear® memberships

## 8 METAWEAR® TOKEN METRICS

### 8.1 Token Information

Token name: MetaWear®  
Ticker: WEAR  
Total supply: 5,000,000,000 WEAR  
Seed sale: 200,000,000 WEAR  
Private sale 1: 300,000,000 WEAR  
Private sale 2: 200,000,000 WEAR  
Public sale: 175,000,000 WEAR  
Initial Market cap: \$155,000 USD  
Fully diluted market cap: \$25M USD  
Initial circulating supply: 31,000,000 WEAR (0.62%)  
IDO Token price: \$0.005 USD  
Estimated IDO date: Feb, 2022  
Estimated DEX listing date: Feb, 2022  
Blockchain Network: Binance Smart Chain  
Token type: BEP-20, Upgradeable





See Detailed Tokenomics and vesting plan here: <https://www.metaversewear.io/Tokenomics.pdf>

## 8.2 Token Distribution

- ❖ Technical development: 30%.
- ❖ Business development: 46%.
- ❖ Marketing and PR: 20%.
- ❖ Finance and Legal: 4%.

## 9 ROADMAP

### Q4, 2021

- ❖ Formation of the team
- ❖ MetaWear® whitepaper v1.0 launch
- ❖ Branding MetaWear®
- ❖ MetaWear® token website launch
- ❖ MetaWear® Social Media Account Integration

### Q1, 2022

- ❖ Acquisition of more Strategic Partners and Private Investors
- ❖ Team expansion and acquisition of more Advisors
- ❖ MetaWear® Token Security audit
- ❖ Launching Transformation offices
- ❖ Launching Design offices
- ❖ Public IDO launch & DEX listing & CEX listing

### Q2, 2022

- ❖ Navigation Map of the MetaWear® Fashion Mall
- ❖ MetaWear® design Academy and development with MetaWear® Fashion shops
- ❖ Onboarding 20 Virtual Designers

- ❖ Metamask wallet connectivity

#### Q3 2022

- ❖ Development of community incentives
- ❖ Token holder incentives
- ❖ Affiliate incentives
- ❖ Activity incentives
- ❖ Staking incentives
- ❖ Community and Designer badges based on activity

#### Q4, 2022

- ❖ Launch of MetaWear® NFT assets
- ❖ Signed Transformation Agreement for Big Brands (Prada, Emporio Armani, Louis Vitton)
- ❖ Onboarding 20 Teachers in Academy
- ❖ Onboarding 200 Students in Academy
- ❖ Launching Transformation offices
- ❖ NFT Affiliate system o Launch of Designer events
- ❖ Launch of Premium events (accessible for event ticket holders or token holders/ stakers)
- ❖ Launch of Public events (accessible by everyone)
- ❖ Multi Brand Transformation Exhibitions

#### Q1, 2023

- ❖ **Opening METAWEAR® LONDON Office**
- ❖ Development of stores for brands, designer contests and public events
- ❖ MetaWear® ambassador program
- ❖ Ad system in the metaverse (e.g., billboards and designer wardrobes)
- ❖ MetaWear® mobile for metaverse communications and updates

#### Q2, Q3 2023

- ❖ Fashion Design Competitions
- ❖ Fashion Forums
- ❖ Digital Fashion Roadshows
- ❖ Digital Fashion Shows (3D Avatars and Models)
- ❖ Multi Brand Transformation Exhibitions

#### Q4, 2023

- ❖ **Opening METAWEAR® Paris Office**
- ❖ Fashion Tech Events (Fashion Geeks Gathering)
- ❖ Fashion HR Meeting and Job Opportunities
- ❖ Digital Fashion Conferences

#### 2024 and beyond

- ❖ Continuous development, upgrades, and enhancements of the MetaWear® ecosystem
- ❖ **Opening METAWEAR® Milano & Berlin Offices**



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