



## July 10, 2024 - Blog: What Happens in Part 2 of 360-Circular Connected Apparel? CreatedBy\_ reveals next steps in their latest partnership with Wonder Raw & MINTangible

In this blog, we trace the second-half of the 360-circularity journey that is currently underway this summer with CreatedBy\_ and our collaboration with [Wonder Raw](#) and [MINTangible](#).

“With the rise in demand for creating circular sustainable fashion and apparel with traceability of sustainable material sourcing, manufacturing, and labor practices, solves only half of the circle,” says Tom Wallace, CEO and Founder of CreatedBy\_. “True circularity has never been completely circular because of the challenges of tracking an item after it’s sold. Knowing the who, what, when, where of the goods lifecycle, and allowing the owners direct access to sustainability reporting and validation, usage rights, brand authentication and story-telling, as well as, activation of upcycling programming, this is what completes the circle.”

CreatedBy\_ is now into the next 180-degrees of the connected apparel lifecycle as six Wonder Raw connected shirts have begun their journey with new owners collecting memories over the summer. Their programmed upcycling instructions have been activated and the shirts can be sent to be upcycled into new connected goods that retain the on-chain data stored in its tags, including

the sustainability certificates from Mintangible IP/usage rights and its tokenized memories of the original connected good.

**Here's how it started:** CreatedBy's latest case study solves the full 360-circularity because it embedded both the sustainable journey and validation of the materials in sourcing of the supply chain, manufacturing, and usage rights, through encoding all, plus additional activations directly through encoding and encrypting into (near field communication) NFC tags affixed to the individual garment. The second half of the circle taking place now, is the ongoing engagements between the brand and owners with programming of activations during the lifecycle of the garment, including end-of-life upcycling into a "new" product retaining the on-chain data from the original good.

Our 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. The CreatedBy\_ "Tech Layer" encrypted all information and activations of Wonder Raw's T-shirts, connecting them to a tokenized digital twin and encoded on CreatedBy\_ NFC Tags, which once affixed to each item can be activated by any mobile phone to launch the authentication, sustainability validation, brand story-telling, product engagement experience, and upcycling, completing the 360-circularity.

This process is verified with usage and IP rights created and managed by MINTangible outlining rights of both what the future owners and upcycler can claim and perform with the garment in its full lifecycle and beyond.

Stay-tuned for more as we prove the 360-circularity solution, which includes additional transparency, provenance, and storytelling links for sharing a designer's product development process, craftsmanship, manufacturing journey, and sustainability goals for the first time in fashion's history.

Watch [more](#) with Tom Wallace, Founder of CreatedBy and Amy McDaniel, Founder of MINTangible, as they discuss integrating intellectual property (IP) rights into NFTs to create trusted, transparent digital goods and the collaboration with WonderRaw, linking physical products, like their t-shirts, to their digital twins via blockchain, enhancing sustainability and authenticity.

[The [Createdby Connect App](#) is available on the [Apple App Store](#) and NFC tags can be purchased at [CreadtedBy\\_store](#).]