



The Future Connected

**For Immediate Release:**

## **CreatedBy\_ Completes a New Second Generation Upcycled Apparel Connection from a 360° Circular Design with Wonder Raw Apparel and MINTangible**

***New Proof of the Power of Upcycling into a Second Life of 360-Circular Connected Goods in Sustainable Fashion, Sourcing Traceability, Manufacturing with Third-Party Validation, IP & Usage Rights - All Encoded into [CreatedBy\\_Connect](#) and NFC Tags***

**Los Angeles, CA – January 22, 2025** – CreatedBy\_ has successfully completed a second truly upcycled second generation 360° circular connected garment by connecting another design into a new lifecycle – a milestone in sustainable fashion, tokenization, and circular economy.

“Our achievement today is the completion of another groundbreaking transformation in our circular fashion journey,” says Tom Wallace, CEO and Founder of CreatedBy\_. “Following our successful ThreadHaus crewcap [upcycle](#) two months ago, we're thrilled to announce the artistic reimagining of another [Wonder Raw](#) T-shirt by our Creative Director AJ Jackson into a unique fashion upcycled 360 Circular Connected masterpiece.”

**CreatedBy’s second upcycled creation maintains its complete digital lineage, including:**

- Original Wonder Raw T-shirt's blockchain data
- All tokenized memories from its first lifecycle
- MINTangible IP rights and usage permissions
- Sustainable certifications
- New artistic creation documentation

“We're proving once again that true 360° circular connected goods aren't just possible - they're here,” continued Wallace. “By preserving the complete digital history while creating new value through artistic upcycling, we're setting industry standards for sustainable fashion innovation.”

This latest second life design comes from a first upcycled product from a 360° circular connected apparel case study made from one of the six original T-shirts created by [Wonder Raw](#) with IP and usage rights provided by [@MINTangible](#) last year.

From the first T-shirt, CreatedBy\_ created a second 360 circular lifecycle, seamlessly connecting to its predecessor with a new on-chain token for an upcycled product into a unique T-shirt design by Jackson. By linking the tokenized blockchain data of the original 360 circular connected product into a second onchain record, CreatedBy\_ established another unbreakable connection between the two items and initiating a fresh lifecycle. A second cycle.

**Tracking the One-Year Journey:** This second study encompassed the complete 360 lifecycle of six 100% organic T-shirts designed and produced by Wonder Raw, certified by third-parties for using 100% organic cotton and vegan inks. Using MINTangible each item was tokenized with these certifications, along with IP and usage rights, onto the blockchain. CreatedBy\_ then encoded and encrypted this data onto NFC tags using their CreatedBy\_ Connect iOS app, creating unique digital twins for each shirt.

Six individuals across the United States became owners of these innovative garments. Throughout their lifecycle, owners interacted with the shirts using the CreatedBy\_ Connect ecosystem. In their lifecycles, two owners created tokenized memories of their experiences - one in Joshua Tree National Park, CA, and another in Las Vegas, NV – which were securely linked to their respective shirts.

In a testament to the circular economy concept, five of the six owners chose to participate in CreatedBy\_'s upcycling program: They transferred their tokens back to CreatedBy\_ and sent the physical shirts for upcycling. Three owners opted to maintain ownership of their new upcycled items, including one with a tokenized memory. Two others chose to donate their upcycled items to charity.

Throughout each lifecycle, owners interacted with their designs and products, using the CreatedBy\_ Connect ecosystem, creating tokenized memories and participating in the upcycling program, demonstrating the full potential of the CreatedBy\_ technology in fostering transparency, authenticity, and ongoing consumer engagement in a truly circular fashion model.

This new, second upcycled 360 connected goods proves a standard in sustainable fashion and circular economy practices, paving the way for a future where products have multiple lives, stories are preserved, and waste is minimized.

CreatedBy\_ will be attending MAGIC and Project Trade Shows in Las Vegas, February 10-12. For more information or to schedule a meeting or demo at the shows, contact: [Kathleen@Createdby.io](mailto:Kathleen@Createdby.io), (323) 630-4000; [www.createdby.io](http://www.createdby.io).

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**About CreatedBy\_:** Enabling fashion, designers, film, and artists to simply create affordable and secure product authentication, engaging activations, storytelling, and circular sustainable relationships with consumers and fans throughout their connected product's lifecycle and beyond - made simply using a mobile phone. [www.createdby.io](http://www.createdby.io)

**About Wonder Raw:** We are synonymous with sustainability, responsibility, and authenticity. We want to transform the perspective of the textile sector with a commitment to preserve our environment with an on-demand production base. <https://wonder-raw.com/en/>

**About MINTangible:** MINTangible offers a powerful IP licensing and management platform designed for the digital age, enabling brands to protect, control, and monetize their IP at scale and with clarity and confidence. Learn more at <https://mintangible.io>