

# Infinity Of The Artificial Skin (IOTAS)

*Envision a magical world, a world where one and all can fit, wear and show fashion they wish for. A place where we can show who we really are, what we value and how we feel through what we wear. A world where we do not focus on groups, instead we embrace the unique human body that originated within culture, zeitgeist, evolution and natural deviation. We believe this magical world can become reality when fashion meets technology, so why not breach the ordinary?*

LABELEDBY.

## Introduction LABELEDBY.

Created by a duo of textileheads looking to pioneer the industry using tech, Jessica and Fabienne started early 2018 by applying and creating 3D printing techniques specifically for textiles. Their combined passion for textiles has led them to constantly push boundaries and show the world what can be created when fashion meets tech. LABELEDBY. is a very eclectic, creator led organization grown to a collective of five. LABELEDBY. creates, curates and demonstrates new ways of identifying oneself by making unique combinations between textiles and technology.

## About IOTAS

The IOTAS collection uses a Metaverse first approach and is designed using mathematical fractals such as Sierpiński's arrowhead. Based on the underlying code and our rich experience in experimenting and printing with new textiles we want to deliver a multiverse experience. We create both a physical product that can be exhibited in galleries and shown on the catwalk as well as virtual items that can be collected and worn in the metaverse by its collectors.

There will be 10 Genesis pieces of the infinity of the artificial skin collection that will exist phygitally, meaning both irl as digital. Each of these 10 unique pieces will make use of its own tailored algorithm for that piece only. Each piece will carry its own story and sets the tone for its NFT's. Each unique 1/1 piece will have 99 NFT's based on its genesis creating a total of 1000 NFT's for the first collection.

## Our vision

IOTAS is a brand where we investigate how phygital fashion (a contraction of physical and digital fashion) can play a role if a virtual social network such as the Metaverse mixes with reality. And how we as fashiontech designers can play a positive and supportive role in this.

According to Zuckerberg, we are evolving towards an "embodied internet". We will not just look at a screen, but we will live in the internet. In other words; the internet is moving from a 2D to a 3D immersive experience.

We can imagine that if we also live in a digital parallel universe, this will ultimately affect our self-image and identity since the limits of our imagination are pushed. What feels right and what feels strange if our tactile perception changes?

For us, innovators in fashion, we see opportunities in various areas. Imagine you can do a complete start-over and start with a new identity that you can create from top to bottom. Nothing is chosen for you and you can decide on every aspect of your identity what you want it to become. And everything that you create or combine is stored and has proof of ownership stored on the blockchain. That creates so many opportunities for us to explore. And this is exactly what we have been doing in the past half-year at LABELDBY. We have been working on creating items, garments, and ways for creating new identities in a sustainable way by combining the knowledge we gained in our previous endeavors in fashion tech with this new technology.

### **Hit the Roadmap**

Execution is key. The team behind IOTAS is in it for the long run. We believe digital fashion is here to stay and we only scratched the surface of what is possible in this new immersive world.

#### *Phase 01.*

Launch of genesis collection.  
Exhibition roadshow IRL and digital 1.  
Community events.  
Art pieces for collectors.

#### *Phase 02.*

Avatar applications for virtual worlds.  
Avatar applications for gaming.  
Interoperability for leading avatars.  
Exhibition roadshow IRL and digital 2.  
Music artist collaboration.  
Music video integration.  
Genesis small merch drop.  
Education and onboarding of new talent.

#### *Exhibitions IRL & Virtual Confirmed*

22-10-2022 / 30-10-2022 - Dutch Design Week Eindhoven (NL).  
12-11-2022 / 19-11-2022 - GLOW Eindhoven (NL).  
25-11-2022 / 27-11-2022 - FashionClash Maastricht (NL).

### **NFT Utility**

- Beautifully looking digital fashion NFTs that can be displayed IRL and digitally.
- Wearable garments for the metaverse and virtual worlds.
- IOTAS grants one initial virtual world build that wins the popular vote of the community.
- CC0 enabled - all images are public domain and can be freely built upon.
- Gaming utility through game avatar skins and avatar compatibility.
- Community access on Discord, virtual and IRL events.
- Fan engagement through music clip integration.
- Support and invest in early-stage female-founded brand.

### **Utility Partners**

REBLIUM - Photorealistic avatars wearing our pieces digitally.

Authic - Launching platform for minting IOTAS NFT's

NXT Museum - Launch location and exhibition partner

Fashion Tech farm - Incubator in which the IOTAS team has a seat. Eindhoven (NL)

### **Join the community**

Our experiences so far have shown the potential and we are very excited to share what we have been doing in the coming time

### **Discord**

<https://discord.com/invite/pmqXYBzQHt>

### **Twitter**

<https://twitter.com/InfinityoftheAS>

### **Instagram**

<https://www.instagram.com/labeledby/>