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## Press Release

*MOVING FASHION FORWARD: LUKSO will create a new future-friendly decentralized network for brands and innovators to sustain and engage with their customers and the fashion industry at large. The LUKSO network will yield the benefits of secure, counterfeit-free, transparent brand engagement through Blockchain technology.*

Berlin, November 2018. Blockchain technology will rapidly change our digital lives by providing infinite possibilities for innovation and thinking. Blockchain is not a trend, it's a technological layer for innovators. The new Blockchain innovation LUKSO is an industry specific blockchain-based ecosystem which creates a global new standard for the fashion, lifestyle and luxury goods industry. The LUKSO Blockchain invites the fashion and lifestyle industry to extend their online presence beyond social media and create a unified experience for businesses and consumers that live both on- and offline.

The temples of fashion in the future will no longer just be brick & mortar stores, they will live in the consumers' imagination. Trends will no longer just exist on stages and in lifestyle magazines. Brand love and originality will be on display in the virtual worlds, as the fashion industry works towards a standard for product verification and legitimacy in the digital realm, LUKSO provides the technological foundation on which it will be built. The platform offers a common data structure, without a centralised authority, representing a network that is run by its participants.

LUKSO is going to be a public Blockchain for the Fashion and Lifestyle industry. "Blockchain is only then powerful, when a lot of untrusted parties interact, because it is able to organise and execute economic interactions through smart contracts. A Public blockchain creates a trust platform that can facilitate endless forms of innovation and allow everybody to own and control his own things", explains Founder Marjorie Hernandez. "I believe that industry and context specific Blockchains will be the next big trend, because this framework serves well to truly benefit all participants of a specific ecosystem," adds LUKSO founder and CTO Fabian Vogelsteller.

Vogelsteller, no stranger to the Blockchain universe, is responsible for the technical implementation of the network. The 34-year-old is a developer of well-known open source projects such as the Ethereum's first decentralised Browser called "Mist", the Ethereum Wallet and the web3.js library. He also initiated the ERC-20 token standard, the most used smart contract standard world-wide that created the ICO wave of 2017.

Vogelsteller's key focus is on the advantages of decentralised networks benefitting all participants. Research will be done to enhance and perfect the on-chain governance of this industry specific network in the next months. "We have to start thinking differently. LUKSO is not a product, it represents the beginning of a new kind of self-regulation, executed and controlled by every participant. It is a platform to standardize consumer, brand and business interactions."

"The blockchain allows uniqueness and ownership to be made visible and executable on a decentralized basis. As creators of culture, it is the next logical step for the fashion and design industry to enable their brands and creations to live in the digital world", explains LUKSO CEO Marjorie Hernandez further.

Exclusivity has always been a feature of the fashion industry, the uniqueness of objects can now be owned and transferred to the virtual world through the LUKSO Blockchain. Customisation, authenticity and tokenization will shape landscapes that will not be controlled by one entity or geography, but by an entirely new community. It's decentralised nature will help to reflect the real forces of fashion.

The cryptocurrency that helps operate the LUKSO Blockchain will be called LYX. It is required to perform transactions on LUKSO Blockchain to sustain and protect the network. A public ICO is scheduled for Spring 2019. More info on [www.lukso.network](http://www.lukso.network)

#### ON THE FOUNDERS OF LUKSO

**Marjorie Hernandez**, trained architect and brand expert, has already developed many ideas and concepts for established artists, creative agencies and global players. She is supported by her husband **Fabian Vogelsteller**, Ethereum developer and developer of numerous successful blockchain projects, including the Mist Browser, the Ethereum Wallet and the ERC-20 Token Standard. Other co-founders include **Silke Bolms**, PR strategist and co-founder of Silk Relations agency with 15 years of experience and long-standing relationships in the fashion industry and **Sarah-Jane Godman-Boritzki**, an independent business consultant for international fashion houses with a focus on brand incubation, marketing and sales.

[www.lukso.network](http://www.lukso.network) ++ [https://twitter.com/lukso\\_io](https://twitter.com/lukso_io) ++ [https://www.instagram.com/lukso\\_io](https://www.instagram.com/lukso_io)

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