

Christine Massarany Designs Press Release:

Fashion styling the Metaverse: The rise of fashion NFTs

Christine Massarany Designs- joining first ever fashion week in the metaverse.

Christine Massarany Designs (CM Designs) proudly announces that it is the first Egyptian brand and Middle Eastern Startup to join, the ground-breaking inaugural Metaverse Fashion Week (MVF) in Decentraland; taking place from March 24th through to March 27th 2022. This virtual fashion venture will be a mix of runways, pop-up shops, and mesmerizing experiences.

In collaboration with Boson Protocol, CM Designs will be selling both physical clothing and digital wearables (NFTs) at Metaverse Fashion Week. Boson is enabling us to sell our real- world products as NFTs. Thus, you can choose from our 3D items displayed on the metaverse in our store and buy the actual physical item, having it delivered to your door-step.

Meanwhile, digital wearables have been taking the fashion world by storm. These visually beautiful pieces are produced as NFTs, which can be collected or later resold as the vintage pieces of the future. Industry experts predict that within the next 10 years, 15 per cent of fashion will be digital-first. As we spend more and more time in digital worlds, we expect our avatar to reflect our sense of personal style - and this is why CM Designs is creating digital clothing pieces for games and the world of digital fashion.

We are delighted that we are collaborating with Boson Protocol; and their Co-founder Justin Banon says: "Our partnership with Decentraland for a historic event like Metaverse Fashion Week is only the beginning of a seismic shift in the way we live and shop. Having truly global brands such as CM Designs on board highlights the huge demand we are seeing from fashion houses to sell their products as NFTs in the metaverse."

The metaverse is bringing a disruptive combination of two of the hugest industries together: tech and fashion. Dressing for a virtual world might seem insane to some people, but this is going to be immensely redemptive. And we at CM Designs are proud to be part of this exciting new cultural wave. We will explore it rise.