

Press Release | 14th November 2022

CANCLINI STEPS INTO LUXURY METAVERSO

Canclini enters the Luxury Metaverso with a special Nft dedicated to Brand Ambassadors

Milan | 14th November 2022 – C.Tessile SpA unveils today, in the city of fashion, its own project in the Luxury Metaverso by issuing its first Official Tokens dedicated to the Brand Ambassadors. With this purpose, Canclini wants to celebrate people and organizations that, with their contribution and their name, support passion, quality and know-how of a meaningful brand for Italian elegance.

The Official Tokens released on the platform cnc.luxurymetaverso.com are new generation, native Nft, made unique and personal by an authentication QR code, that certifies the registration on a safe encrypted ledger.

Simone Canclini, Ceo of C.Tessile SpA, presents the project: *"We are the first luxury textile brand to issue Official Tokens dedicated to its Brand Ambassadors. People and Companies who share our same enthusiasm for high quality fabrics and tailored shirts. We aim to offer all the passionate people the opportunity to take part in the research and development process of their personal elegance, in the real world and in their digital, mobile and social relationships. Our Official Tokens represent the first key to the Canclini brand experience in the Luxury Metaverso. We are pleased to offer our customers and partners the opportunity to participate in our history and values, related to Italian excellence and tradition in bespoke clothing that we have been representing for generations all over the world."*

Mauro Canclini, Creative Director and Style, highlighted the new research and development opportunities offered by the digital worlds: *"Canclini is a company with great history. Since 1925 we have been working to ensure the most prestigious fashion brands and their designers the finest fabrics and giving our contribution for the success of their creations for 'ready-to-wear' and 'tailor-made' markets. From today, we are ready to support them also in the research and development of new kinds of digital, mobile and social experiences in the Luxury Metaverso. And we are pleased to be able to involve, in this new journey of exploration and knowledge, all our Brand Ambassadors"*.

Simone Canclini, Simone Canclini describes the research project: *"To forge the future it is necessary to step in it. We are the first brand issuing Tokens we reserve for our brand ambassadors all over the world: people, companies, brands, designers, tailoring operators of fashion and supply chain. The Luxury Metaverso symbolize a promised land of new digital, mobile and social relationships that are going to shape our world in the next coming years. We are beginning to explore this new frontier and open to all our partners' contributions. To all our brand ambassadors who will register, we will release*

a personal NFT that will allow their participation in our research and development process, in the Luxury Metaverso. All the resources provided by the Project will be employed in the promotion of our path of knowledge and to interact with all our brand ambassadors."

Francesco Guido Bonetti, President of Innova et Bella, the professional services company responsible as Arranger for the issue of Canclini Tokens, added: *"New blockchain technologies, encrypted Ledgers and the related Tokens allow each person and each company to multiply their relational skills in the Luxury Metaverso. Canclini is the first luxury company to issue new generation Native Nft, in fiat currency, directly from the users, without the need for wallets or cryptocurrencies, they are generated on low-consumption central Ledgers thanks to the new I&B Aaa Tokens® platform. The total process involves the containment and full compensation of all CO2 emissions, allowing the issuer to pursue its environmental and climate sustainability objectives, according to the most restrictive Net Zero parameters."*

To become a Canclini Brand Ambassador and to take part in its research and development activities in the Luxury Metaverso, simply register to the website, cnc.luxurymetaverso.com and automatically generate your own native Nft Token, customized to your name or business name.

Subscribers can store their Personal Tokens on smartphones, tablets or computers and share them online on their favourite websites and social networks.

REFERENCES

C.Tessile Spa (www.canclini.it) is a historic Italian company, founded in 1925 in the Como silk area, leader in production of high-end fabrics. Family values such as passion, knowledge and business vision, combined with quality and service have ensured its success and gradually increased its presence on the international market. All fabrics use the best technologies, constantly updated by research and development. Today, C.Tessile SpA has a worldwide sales network and a portfolio of customers ranging from the most important designers to the most popular clothing brands.

Innova et Bella (www.i-b.com) is a strategic and professional consulting company, based in Milan. Founded on June, 21st 1985, I&B counts among its customers companies, institutions, public and private organizations of all nationalities. In the fintech area I&B offers its customers a complete platform of services for the issuing, distribution and management of digital tokens, tt and ntt, ft and nft, on encrypted Ledger and blockchain technologies.

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