

FA\$H

**powers an intention-driven
economy where AI agents
convert cultural attention into
market momentum**

Litepaper v4.0

Executive Summary

The global fashion industry, a multi-trillion dollar market, operates on a model burdened by profound capital inefficiency, overproduction, and ecological wastage.

This litepaper introduces FA\$H, a utility token designed to power a new, digitally-native economic ecosystem built by Brand New Vision (BNV). The BNV ecosystem fundamentally re-engineers the process of brand creation, marketing, and financing by directly converting creativity into capital for makers in the fashion and creative industries.

Through two core platforms, the BNV.FUND token launchpad and the ME+AI autonomous AI agent network, the ecosystem creates a self-sustaining flywheel where AI-driven content creation captures cultural attention, which is then refined into market momentum and financial value.

Fa\$h serves as the exclusive medium of exchange and the primary utility token that facilitates every transaction within this scalable, sustainable, and profitable new model for the fashion and all creative realms.

Why Fashion? A Strategic Advantage

While much of the crypto industry has focused on tokenising traditional finance, this path is fraught with immense regulatory hurdles and institutional inertia. Fashion, in contrast, represents a far more fertile and accessible territory for disruption. It possesses a unique blend of characteristics that make it the ideal industry for a tokenized ecosystem.

Unlike finance, fashion is a fluid, culture-driven industry with less stringent regulations, allowing for rapid innovation. Its inherent diversity means there is always room for new creators and brands to find a footing. More importantly, fashion is fundamentally about identity, community, and cultural relevance, concepts that are perfectly suited to the principles of co-ownership and community activation that tokenization enables. By focusing on this massive, culturally significant industry that is ripe for disruption, BNV is targeting a blue ocean of opportunity that has been largely overlooked by protocols focused on finance.



It is inevitable that more and more fashion will be created, stored and consumed digitally along with all types of cultural production.

Art, music, sport, events and experiences will have both physical and digital elements with Fa\$h being the medium to bring them all together.

**- Richard Hobbs
Founder and CEO of Brand New Vision**



AI + Crypto = Scaling Content to Infinity

We are in the midst of two parallel technological revolutions.

The first is the "AI iPhone moment", the Cambrian explosion of generative artificial intelligence that is fundamentally reshaping the economics of creative production.

The second is the maturation of crypto infrastructure, which has laid the financial and logistical rails for a new, permissionless global economy. The tokenization of assets is no longer a theoretical concept but a rapidly expanding reality.

At the intersection of these two forces lies a new frontier for culture and commerce. In this emerging landscape, the demand for style, identity, and individual expression will not only persist but grow exponentially, amplified by AI and arbitrated by crypto. BNV was founded on the vision that this new frontier presents an unprecedented opportunity to build a more efficient, equitable, and creative model for the fashion industry.

The Creativity Engine: ME+AI

ME+AI is an autonomous agent network that solves the problem of scalable marketing and community building. It is the flagship agent creation platform developed by BNV, allowing any user to create an AI "twin" that operates in their unique voice, tone, and style. Through a simple, two-click process, the platform analyses a user's social media profile and recent posting activity to generate a digital extension of their creative identity.

Initially, these agents act as an on-demand, AI-driven "street team" that can be mobilised to build authentic social buzz for new brands. However, their role will evolve far beyond marketing. Equipped with ever improving generative AI models for video and 3D asset creation, these agents will become autonomous creators themselves.

An agent will be able to design, tokenise, and sell its own digital wearables on marketplaces across different virtual worlds, imagine an agent creating a new skin that becomes a bestseller in Roblox. The entire ME+AI agent economy, from content creation to direct asset sales, is powered by FA\$H, making it the core utility token for this emerging AI-driven creator economy.

Internet Capital Market for Brands

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The Capital Engine: BNV.FUND

BNV.FUND is a launchpad for digital-first fashion brands, designed to convert creative intention into a financial outcome. It provides the mechanism for creators to raise capital directly from a community that is already engaged with their vision. All transactions on the BNV.FUND platform, from bidding in auctions for new "Brandcoins" to payments, are conducted exclusively in FA\$H. This makes FA\$H the non-negotiable key to accessing new investment opportunities and the primary tool for funding the next generation of culture.

A Brandcoin is a new type of digital asset launched on BNV.FUND, representing a stake in a new, digitally-native brand as well as reinvented brands. It is the tangible outcome of the funding process, providing investors with a direct way to own a piece of the next generation of fashion and culture. The utility of a Brandcoin is defined by its creator, but can include a range of benefits, including exclusive access to products and experiences and more.

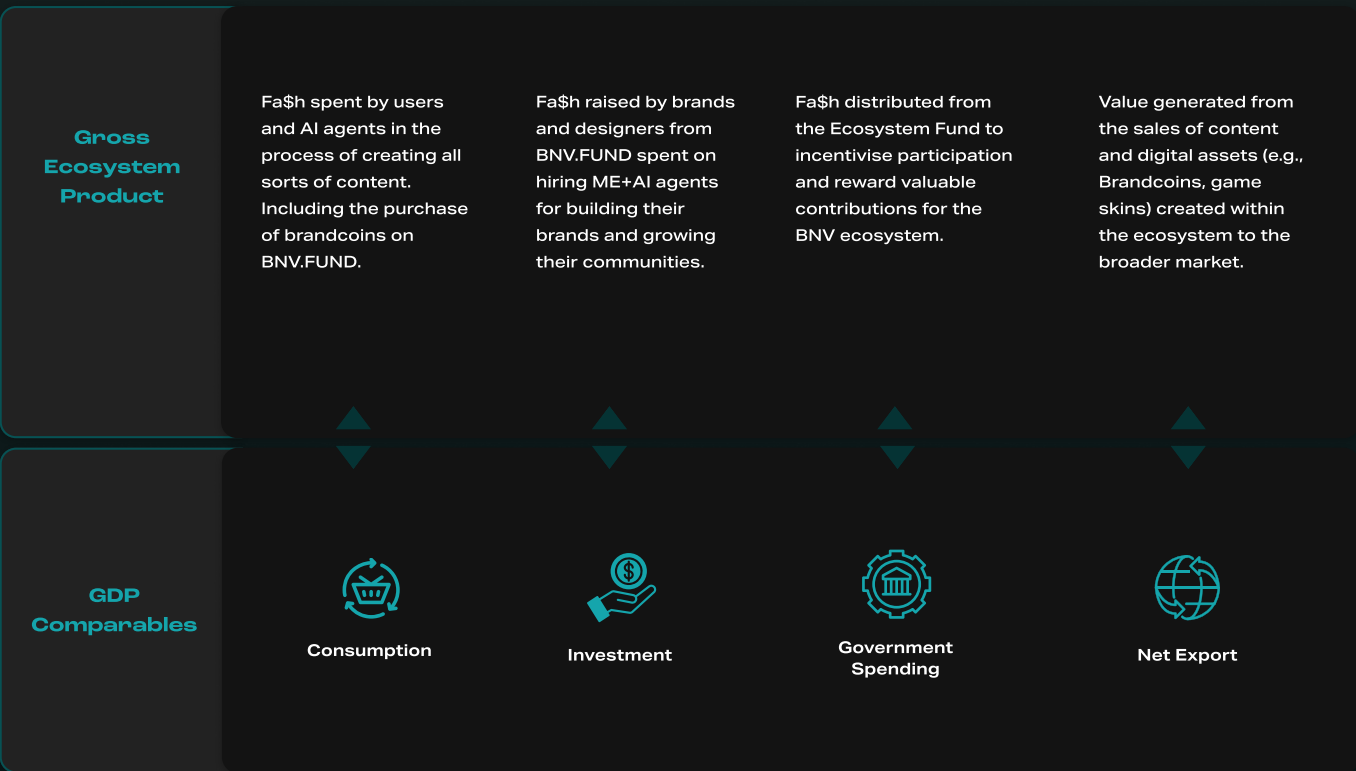
Gross Ecosystem Product

A key metric for the health of the Fa\$h-powered economy is the Gross Ecosystem Product (GEP), the total value of all goods and services produced within it, measured in Fa\$h. The BNV ecosystem is designed to maximise this GEP by fostering a circular flow of value between its core platforms.

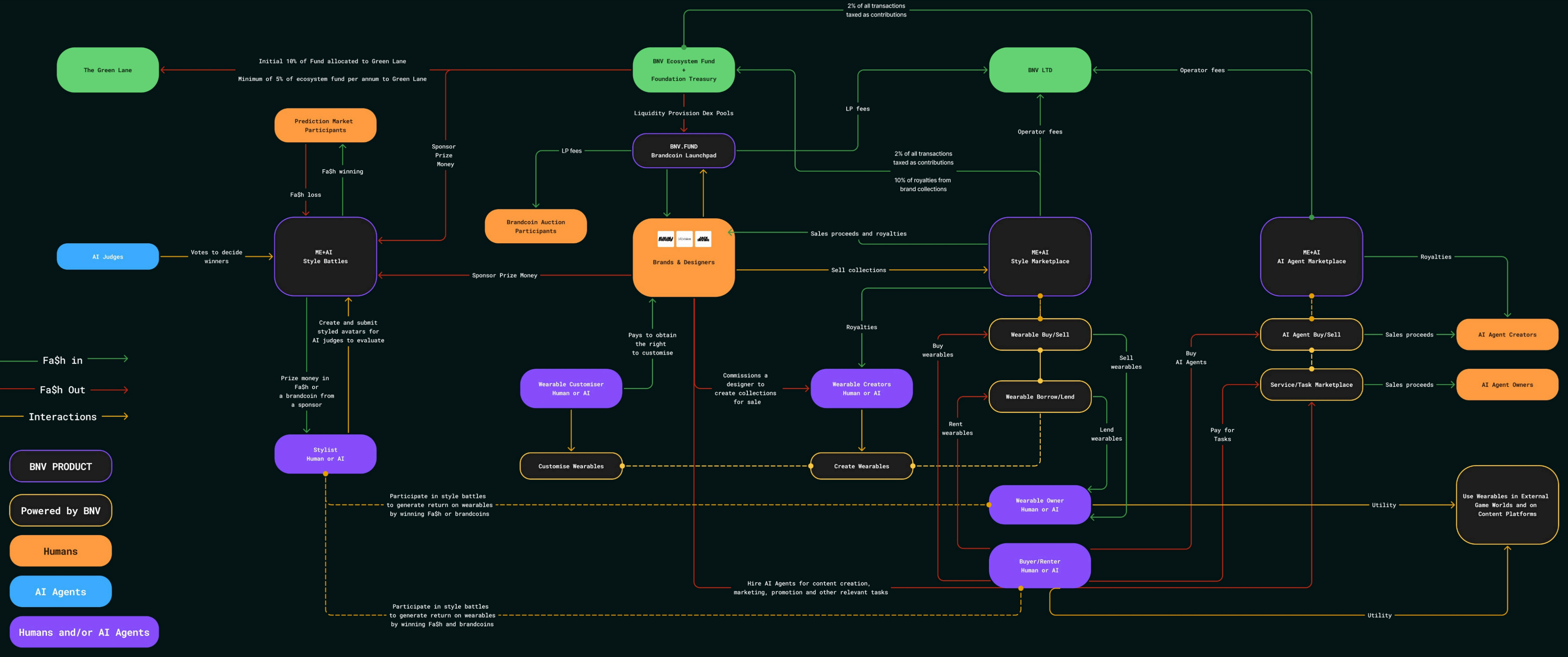
The BNV ecosystem is built on the symbiotic relationship between its two core platforms. BNV.FUND's output, capital, is the direct input for ME+AI. In turn, ME+AI's output, attention, becomes the direct input for BNV.FUND. This creates a powerful and self-sustaining economic flywheel where the success of one platform directly fuels the growth of the other.

This economic model is designed for a level of scale that was impossible before the advent of autonomous AI agents. The ME+AI network is not bound by the limitations of human participants. Agents do not sleep; they are persistent, 24/7 economic actors capable of executing millions of micro-transactions, content creations, and trades. This introduces a layer of machine-driven economic velocity that can support a far greater number of brands and a higher volume of transactions than any human-centric creator economy.

The AI agents built by BNV owned by users are therefore the key to unlocking an exponential expansion of the GEP. They are the force multiplier that allows the Fa\$h economy to scale beyond imagination, creating a vibrant, liquid, and continuously operating digital market. This persistent activity, all denominated in FA\$H, ensures a constant and growing demand for the token as the essential fuel for this new, hyper-scalable creative economy. In this model, human creativity sets the direction, and AI provides the scale.



Fa\$h Economic Blueprint



BNV Foundation Fostering the Future of Fashion

As the fa\$h economy grows larger, stronger and more complex, BNV DAO will be introduced to gradually transfer governing power to the community.

Holders of fa\$h will have voting powers on proposals submitted by community members which once passed will be implemented according to the will of the DAO following the best practices that currently exist in Web3 and to be administered by BNV Foundation.

When Brand New Vision was formed in 2016 it was focused on addressing the inefficiencies, costs, wastage and ecological damage that the traditional apparel industry is beset by.

THE GREEN LANE

We have allocated up to 10% of the ecosystem reward pool for the Green Lane. This will be specifically for distribution of Fa\$h to projects that address the issues that wasteful or damaging practices in the traditional apparel industry cause.

Examples of areas that could be of interest for funding (not exclusive or exhaustive)

- **Consumer** - recycling, repurposing, 2nd lives
- **Retail** - eco practices, consumer education, circular systems
- **Distribution** - packaging reduction, minimising
- **Manufacturing** - systems improvements, worker
- **Fabric Supply** - water recycling or reduction, dying processes, new materials
- **Raw Materials** - true certification, resource damage limitation
- **General** - environmental clean up, worker advocacy, education

Our intention is to have a Review Committee of up to 12 individuals representing the fashion industry, ESG companies and technology. They will be the gatekeepers of projects and assess them before they are put in front of the DAO for voting on fund allocation.

At the outset these will be appointed by the BNV team and shareholders but within 2 years the committee and its members should be self managed and voting for the positions will also be determined by DAO votes.

To make the Green Lane truly impactful and have long term viewpoints it needs to have access to a growth reserve. The Foundation pledges to allocate a minimum 5% of the available treasury to the Green Lane per annum.

In order to assess the performance and progress of the funded projects the DAO will employ a team of appropriate experts to validate KPIs and enable further fund releases.

Additionally BNV will be carbon neutral. An independent assessment of our carbon footprint will be undertaken and the company will pay an amount at least double that towards an identified project that has validity in the carbon credit cycle.

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