

PRESS RELEASE

Julien Fournié and DasCoin reveal the future of fashion and the blockchain at Eiffel Tower event

A BLOCKCHAIN DEDICATED TO PROTECTING THE WORK OF THE FASHION INDUSTRY

LONDON: MARCH 19, 2018

DasCoin, the blockchain-based currency at the center of an innovative digital asset system, has partnered with renowned haute-couture designer Julien Fournié to create a blockchain solution securing the entire fashion design value-chain. The fashion industry, like many other creative industries, requires confidential sharing of designs among multiple parties. Protecting intellectual property in this fluid ecosystem has always been a challenge and previously the only solutions were expensive and inefficient.

Using DasCoin's fast, secure and scalable blockchain technology DasCoin is creating an auditable, traceable and efficient platform for sharing and protecting designs and authenticating final products. Smart contracts, automated non-disclosure and other legally binding agreements will ensure that designs are only released to authenticated partners, and that their use is controlled and audited. Individual garments can be coded and registered on the blockchain to prove authenticity. All this can happen seamlessly, quickly and at very low cost meaning that no parts of the supply chain are excluded.

DasCoin CEO Michael Mathias will join world famous fashion designer Julien Fournié at an exclusive event held at the top of the Eiffel Tower on March 26 where further details of the project will be revealed alongside a fashion show of Julien's work.

"Our unique network design gives us the speed, efficiency and security to offer blockchain solutions to a whole range of industries that are suffering from huge third party costs to protect their work. By creating a solution for the fashion industry we are hoping that a new generation of designers can protect their creations affordably and with total peace of mind using the power of the technology we've developed at DasCoin. We're hugely excited to reveal more in the near future not only just in fashion but across a whole range of industries including music, sports, film, supply chain, insurance and beyond." Said Michael Mathias.

Key facts about DasCoin:

The DasCoin blockchain fully confirms transactions in just 6 seconds, and always will, no matter how big the network grows



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The DasCoin blockchain can process over 100,000 transactions per second the whole world can use DasCoin to do business, without slowing down

DasCoin runs and constantly maintains its network to the highest standards ensuring DasCoin remains secure and ahead of threats. A consortium blockchain ensures every node is licensed and verified,.

Individuals and partners are required to undergo KYC authentication before joining the community. This ensures greater regulatory compliance and alignment with AML and CFT standards.

Designed with an integrated system of governance, DasCoin can evolve to keep up with changes in regulation, compliance and the continued demands of the marketplace.

An eco-friendly network design ensures minimum energy consumption without compromising on performance.

To learn more about what drives the people behind this project, please visit: www.dascoin.com

About DasCoin

DasCoin is the blockchain-based currency at the center of an innovative digital asset system that seeks to optimize the strengths and eliminate the weaknesses of existing currency systems. It is fast, efficient, balanced, secure and scalable.

DasCoin is focused on creating a digital currency that delivers superior performance through greater operational efficiency, increased transaction capacity, wider distribution, better governance and greater regulatory compliance. Protected by industry leading security protocols and a permissioned blockchain, DasCoin is a pioneer in the sector with the goal of becoming the world's first mainstream digital currency.

DasCoin encompasses a fully-authenticated global community of users, world-class consortium blockchain technology, an integrated ecosystem, decentralized wallet access, a powerful incentivized growth engine, best-in-class payment system architecture and an interoperable blockchain protocol.

www.dascoin.com

<https://dascoinexplorer.com>

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