

MADEINREALLIFE



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# MIRL

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LITE PAPER



JOIN MIRL CLUB

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MIRL = pronounced as MIRROR



**Welcome to MIRL,  
the crossroads of  
metaphysical  
fashion where we  
write our own story.**

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The first decentralised brand  
born in the Metaverse





• 01 •

# About us

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Executive Summary

Preamble

Mission & Vision



# Executive Summary

MIRL is a next generation project that brings the fashion industry into the Metaverse with designer NFTs, real-world wearables and talented new artists.



# Preamble

MIRL is the **first decentralized fashion brand** born into the metaverse.

Despite brands diving head first into the metaverse, the **original intention of the Web3 communities** have been forgotten. The hangover of excitement resulting from headline news articles have fallen short at capturing the most superficial manifestation of NFTs. Rather than building a community, retail brands focus on using the blockchain to distribute more and more of their products. The MIRL Project hopes to capture the integrity of what fashion should look like in the wonderful world of web3.

The traditional fashion industry faces multiple issues such as fast fashion wastage, exploitation of emerging designers, unprovable scarcity and the life long debate regarding the role of fashion helping people to fit in, or stand out. Moreover, when it comes to the NFT industry, fashion is an art that has been overlooked by the current market. While NFTs have solidified their place in the Metaverse, they have yet to find a place in our physical world.

In response to these issues, MIRL hopes to build **Web3's first fashion brand, first fashion community**, and first fashion incubator.

# MIRL Statement

## Our Mission

1. To support, empower, and curate aspiring new designers in the Metaverse.
2. To provide NFT owners with the opportunity to showcase their art both digitally and physically.

## Our Vision

1. To bridge the gap between digital and physical art in the Metaverse
2. To develop a thriving Metaverse community for creatives from all walks of life to gather, explore, and embark on exciting creative ventures.

• 02 •

# MIRL Genesis

The 4548 true Metanoians





# MIRL NFTS: 4548 True Metanoians



4548 MIRL Genesis NFTs were sold in March 2022

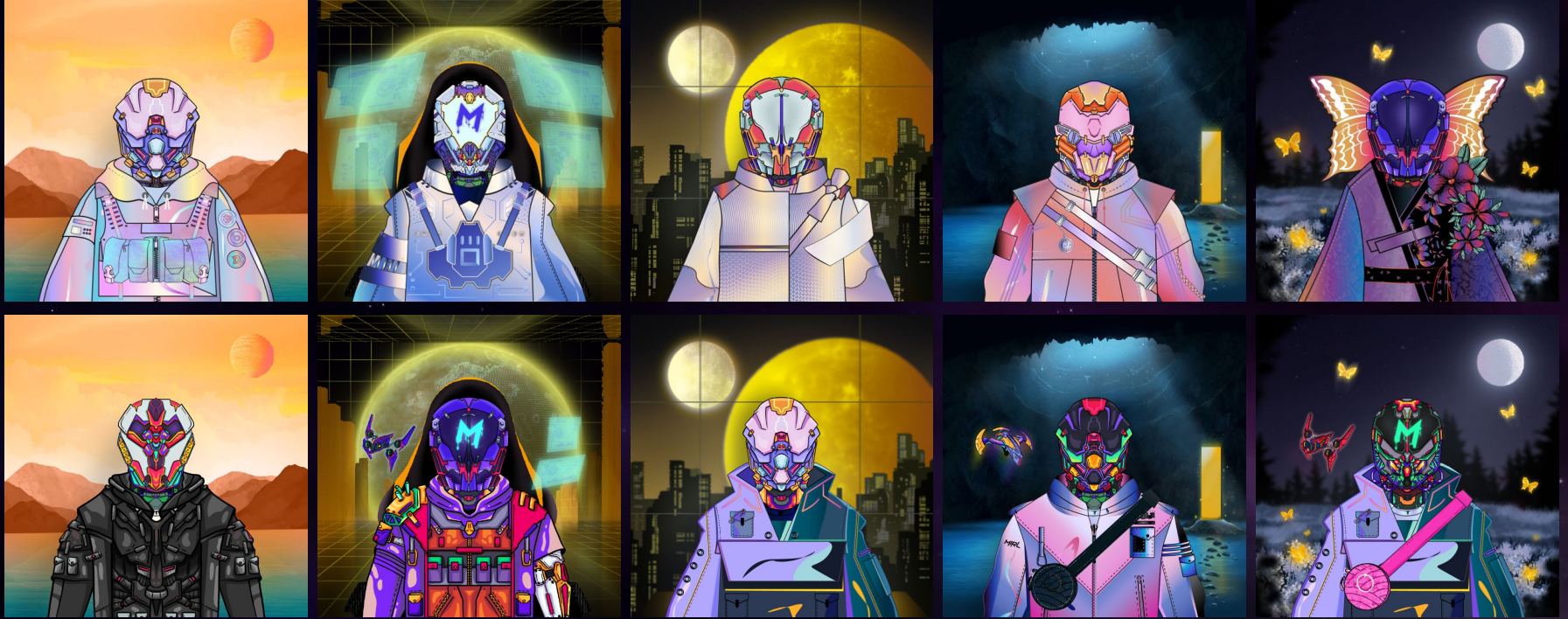
# MIRL NFTS: 4548 True Metanoians



*Our Legendary was sold for 2 ETH on OpenSea*



# MIRL NFTS: 4548 True Metanoians



*Bybit Exchange acquired 1,111 MIRL NFTs for their own users*

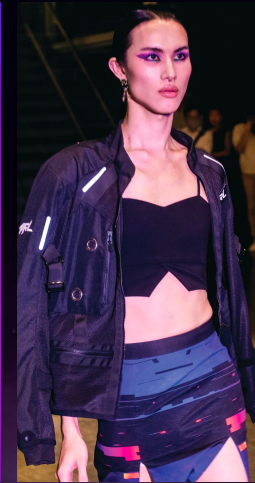
# MIRL NFT: Utility

## MIRL Genesis NFTs perks:

- VIP within MIRL ecosystem
- Access to a one-of-a-kind physical wearable, further customizable with other cc-permissible NFTs owned by the user.
- NFTs act as an access key and privilege card for events and experiences
- Flexible ETH staking on Bybit for 6.88% APY for 30 days



*Redeemable Physical Wearables*



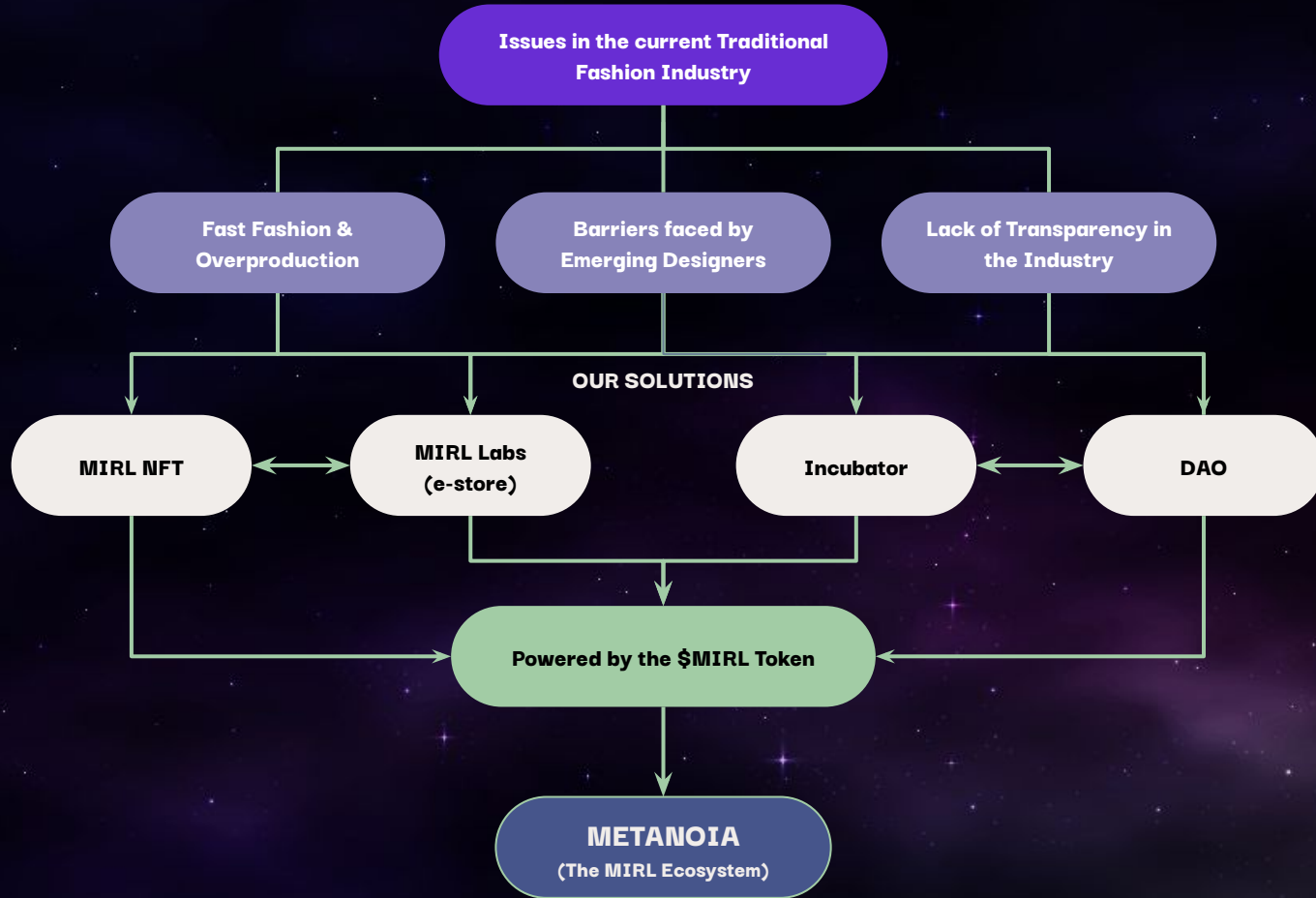




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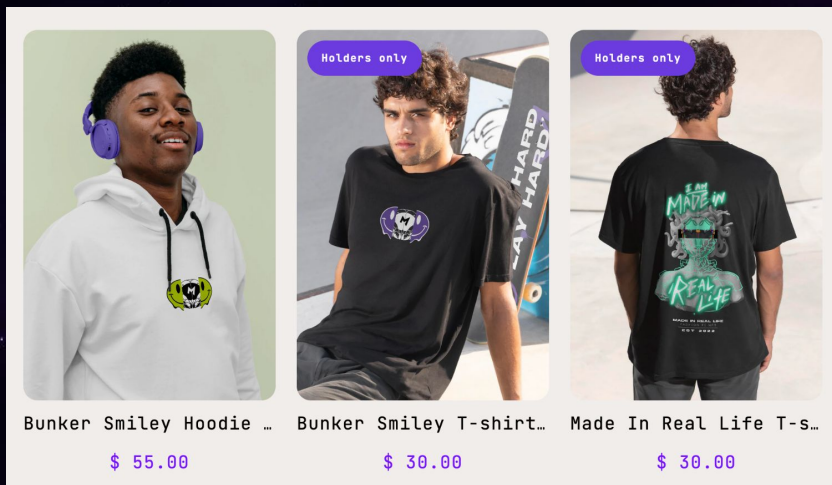
# MIRL Ecosystem

MIRL Labs  
Incubator  
MIRL DAO



# The E-Store: MIRL Labs

- An open-for-all e-store (<https://shop.mirl.club/>)
- Exclusive features for MIRL NFT / \$MIRL tokens holders e.g redeem or acquire NFTs/Physical apparel, special entitlements, discounted rates
- One of the pillars powered by \$MIRL token, generating revenue for MIRL DAO and its participants



MIRL Labs e-store prototype interface



MAYC on a MIRC Jacket

# MIRL Labs Labels

MIRL Labs is a fashion line that we intend to work on and expand for our community.

## MONSTER\*

### Monster (tbc)

Our in-house official fashion label.

Launch: Twice a Year

Price Point:

~70 USD - 250 USD

HOLDERS & PUBLIC

## MIRL X

### MIRL X

Featuring collaborations from our creative ecosystem.

Launch: ~ 3 times a year

Price Point:

varies

HOLDERS & PUBLIC

## MIRL COUTURE

### MIRL Couture

A series of unique 1/1 apparels.

Based on Demand

Price Point:

~800 USD and above

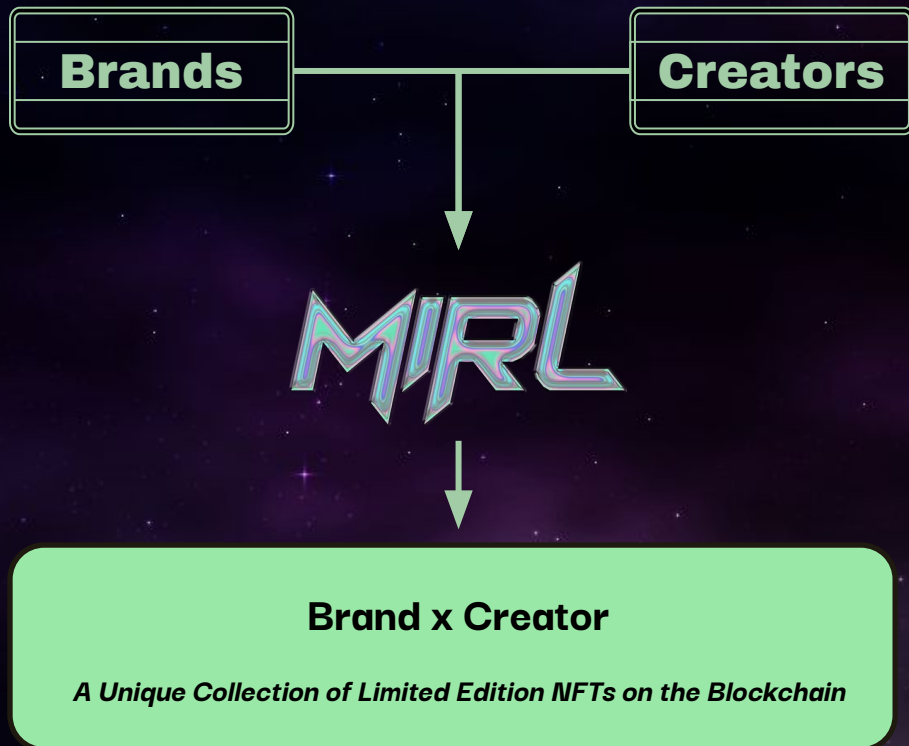
HOLDERS & PUBLIC



# Incubator

The MIRL Creative Incubator supports aspiring creatives with both intellectual and financial resources to bring their art into WEB3.

- Creators are evaluated and invited to join the MIRL ecosystem
- Select creators may be given the opportunity to work with established brands
- Scholarship grants may also be awarded to select artists



# What's the Process Like?



Give us an idea of  
what merchandise  
you want



We shortlist  
creators' portfolio  
base on your  
concept



Shortlisted  
creators to design  
mockups



You select which  
creator best suits  
your branding



Collaboration  
begins!

1

2

3

4

5

# MIRL DAO

The governing body of MIRL's future business directions. All MIRL community members will be able to pass proposals, vote and contribute to the dao.

## Benefits of the DAO

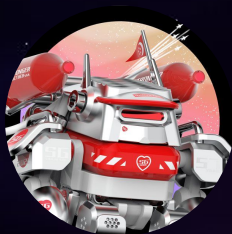
- Members of the DAO will be recipients of proceeds from the Genesis NFT secondary sales, MIRL e-store as well as MIRL collection partnerships.
- Furthermore, the DAO will also be the recipient of all other business initiatives by MIRL down the road, similar to the concept of a kickstarter campaign.
- For example, DAO members may be issued the ticket sales from Metaverse Fashion Week; the building of MIRL's very own metaverse for community members to shop and interact and the launch of subsequent NFT collections.

# MIRL's Creators

We are constantly onboarding creatives, and exploring various partnerships opportunities within MIRL's Ecosystem.

So far we have worked with our creatives for various programmes such as Creator Heist @ Metajam, MIRL-CLE Programme in partnership with Hairfolio, Singapore Design Week 2022 & 29Rooms Asia 2023.

## HERE ARE SOME OF OUR CREATIVES IN MIRL ECOSYSTEM



A Design Machine  
NFT Artist



Ellices  
NFT Artist



Sangreal Corp  
UI/UX, Graphic



YKK  
Fashion, UI/UX,  
Graphic



Kenderik  
Visual Artist & Graphic



Eric Sim  
Fashion, Concept  
Artist



Javen Teong  
3D Artist



# MIRL's Creators



[Serina Lee](#)  
Fashion Designer



[Vidushi Jain](#)  
Fashion Designer



[As Intended](#)  
Fashion Label



[KSU](#)  
Fashion Designer



[Ther Yang](#)  
Fashion Label



[Saidar Orbo](#)  
Digital, NFT Artist



[Aller Row](#)  
Fashion Label



[Syne Studio](#)  
Fashion Label



[Baëlf Design](#)  
Fashion Label



[Joannalsm](#)  
Fashion Label



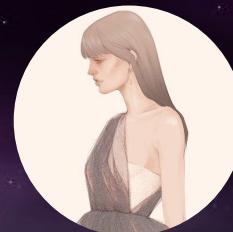
[Esh by Esther](#)  
Fashion Label



[Chervin Lois](#)  
3D Fashion Artist



[Centsless](#)  
Fashion Label



[Alex Tang](#)  
Fashion Illustration

# MIRL's Creators



Chromakane  
Fashion Designer,  
Visual & NFT Artist



JTEE  
NFT Photographer &  
Cinematographer



Benedict Yu  
Visual and Fine Art  
Artist



MyFeeline  
Illustrator & NFT  
Creator



Queen Emmet  
Digital & Graphic Artist



LuckyKat  
Illustrator & NFT Artist



Kole Mozter  
NFT Artist , Graphic  
Artist



Michael  
Photographer



Barongrock  
Illustrator, NFT Artist



Jon Sanchez  
Digital Fashion, NFT  
Artist



Khor KeXin  
Visual and Fine Art  
Artist



Undergroundground  
Illustrator



Myrne  
DJ & Musician



Tobyato  
Art Mural, Graphic  
Artist

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# Tokenomics

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\$MIRL Token utility  
Launchpad & Token Sales  
Token Allocation



# · \$MIRL Token ·

The role of the \$MIRL token includes:

· 01 ·

Preferred mode of payment  
for within the ecosystem

· 02 ·

Revenue within the MIRL  
ecosystem

· 03 ·

Governance

· 04 ·

Launchpad Participation

· 05 ·

Reward for Liquidity  
Provider

· 06 ·

Wear-to-Earn Concept

# Launchpads & Token Sales

MIRL Genesis NFT will be 100% distributed and sold to the public.

\$MIRL tokens will be sold through seed, private and public round.

## NFTS

All 4,548 of Genesis NFTs are sold to public members from our community. Future collection with other brands and designers will be prioritised for Genesis holders.

## Utility Token: \$MIRL

MIRL will sell 1.5% of total token supply via a launchpads, with 8.5% raised privately via angel investors, VC, token funds, projects and others.



# MIRL Tokenomics

\$MIRL Total Supply:

1,000,000,000

Initial Market Cap:

\$539,000

FDV:

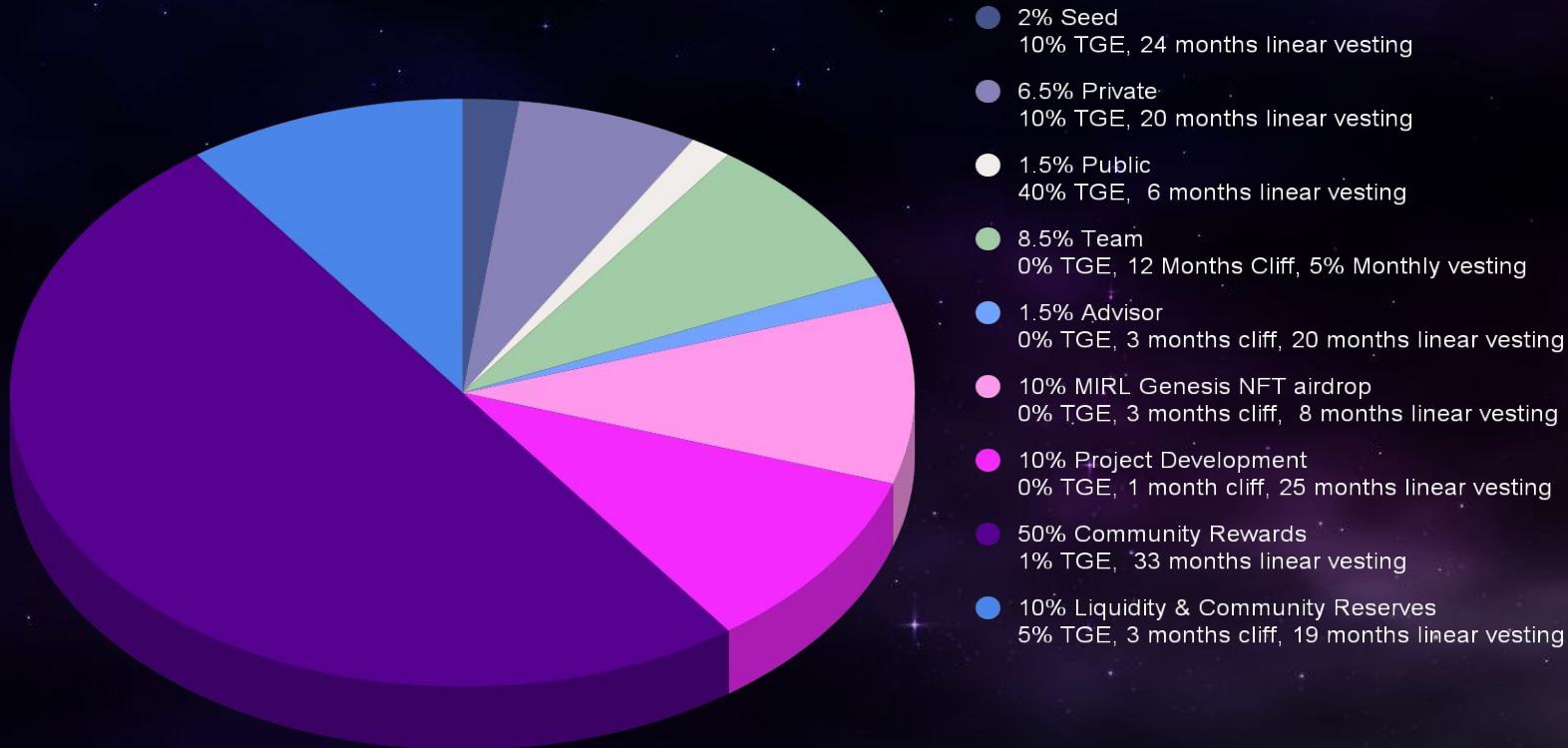
\$22,000,000

Listing Price:

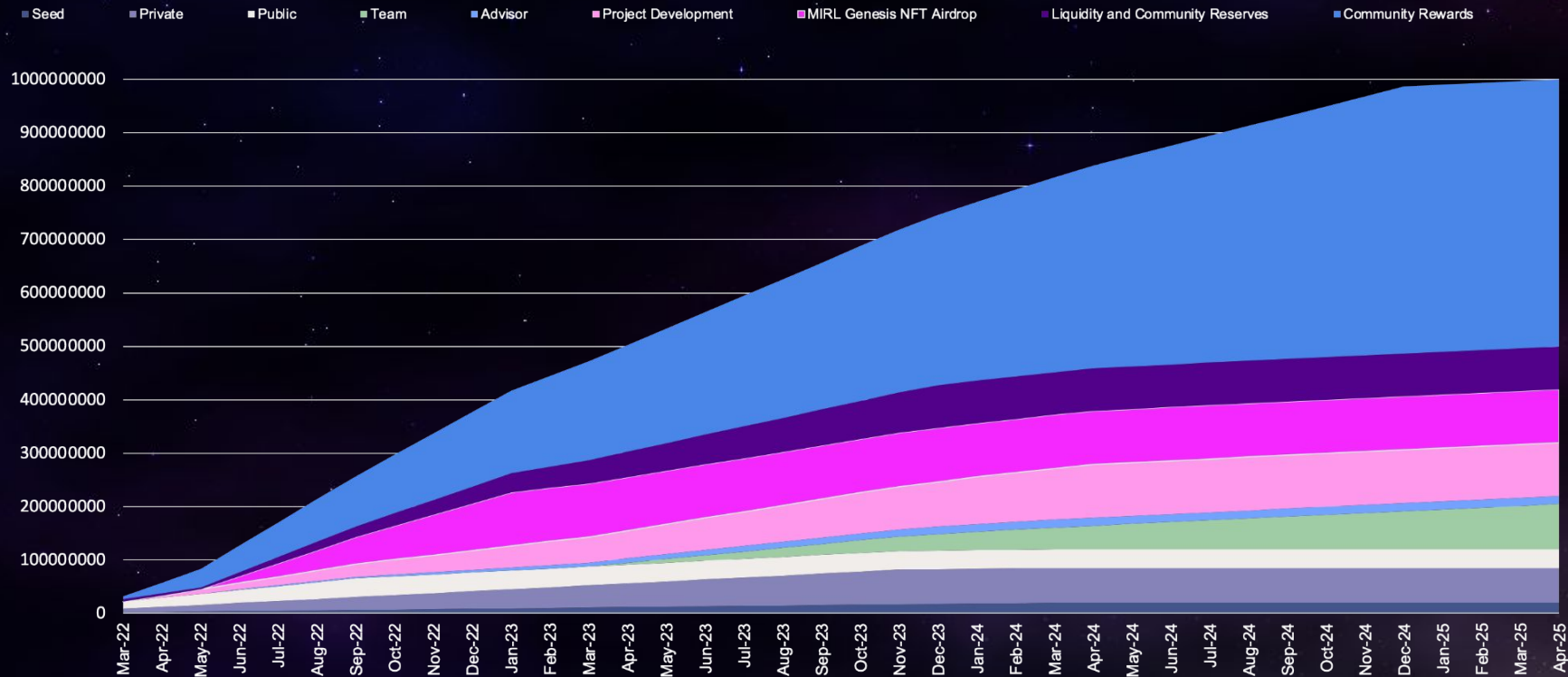
\$0.022

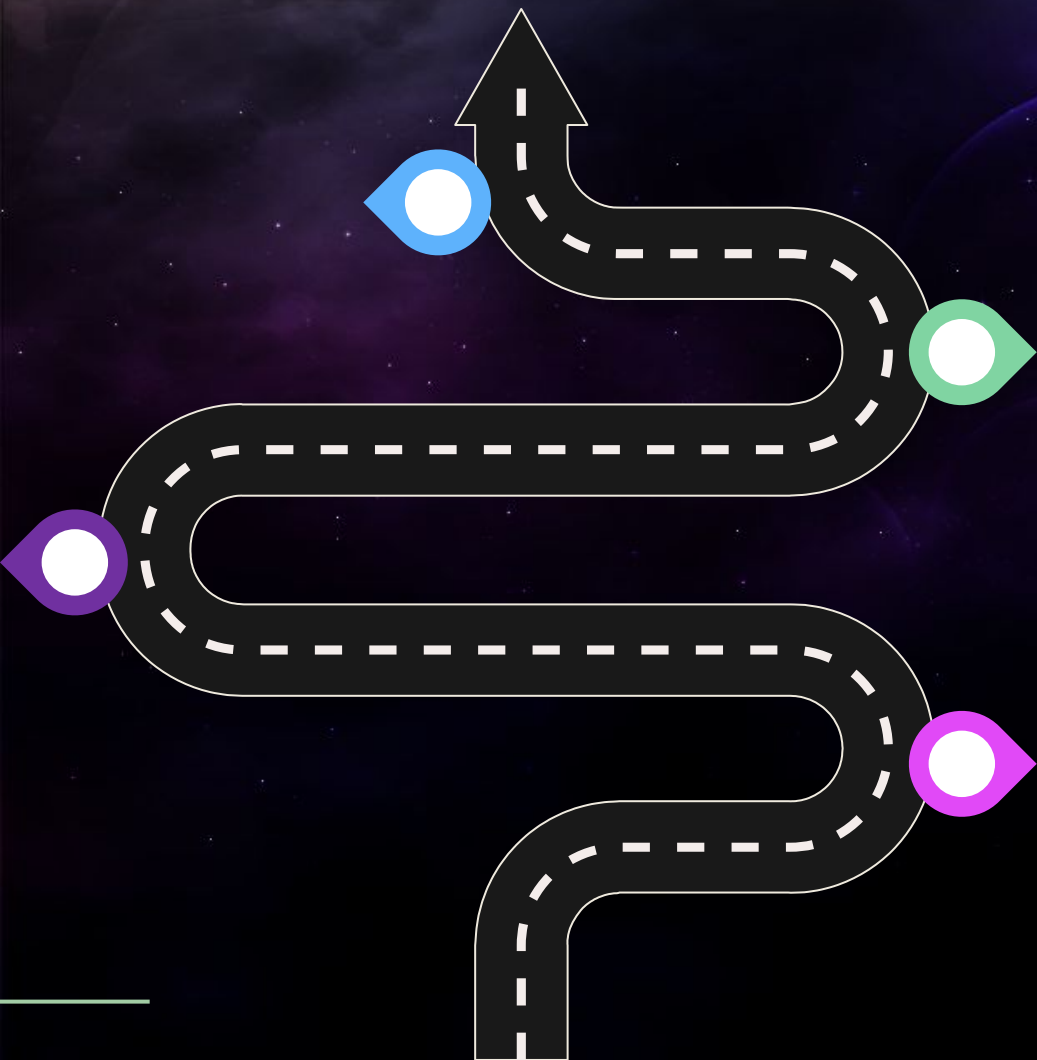
	Token Allocation	Vesting
Seed	2% (20,000,000)	10% TGE, 24 months linear vesting
Private	6.5% (65,000,000)	10% TGE, 20 months linear vesting
Public	1.5% (15,000,000)	40% TGE, 6 months linear vesting
Team	8.5% (85,000,000)	0% TGE, 12 Months Cliff, 5% Monthly vesting
Advisor	1.5% (15,000,000)	0% TGE, 3 months cliff, 20 months linear vesting
MIRL Genesis NFT airdrop	10% (100,000,000)	0% TGE, 3 months cliff, 8 months linear vesting
Project development (Marketing, MIRL Ecosystem))	10% (100,000,000)	0% TGE, 1 month cliff, 25 months linear vesting
Community rewards (Staking, Wear to Earn, Liquidity Mining, etc)	50% (500,000,000)	1% TGE, 33 months linear vesting
Liquidity & Community Reserves	10% (100,000,000)	5% TGE, 3 months cliff, 19 months linear vesting

# Token Allocation



# Token Distribution





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# Roadmap

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Past milestones and upcoming developments.



# Highlights (as of Jan 2023)

- Sold 4548 NFTs across public and Bybit NFT Marketplace
- More than 2,000 NFT holders of MIRL NFT
- Showcased utility of NFTs with various entitlements such as APY boost for holders on Bybit
- Launched MIRL Labs 1.0, with on-chain wallet verification eCommerce
- Speaker at NFT.NYC
- Voting page for Creative DAO proposal beta version is live, prior to TGE
- Secured Web2/3 brands partnerships such as Karafuru for physical apparel production.
- Showcasing at Singapore Design Week in Raffles City Mall, one of Singapore's biggest mall
- Onboarded 3 clients for MIRL Couture prior to official launch in December
- Since MIRL's incorporation in March 2022, we've obtain ~US\$325K in revenue from MIRL Labs, NFT and events.
- Lecturing at Nanyang Polytechnic Singapore & Lasalle College of the Arts
- Speaker at NFT.London
- Showcasing at Design Orchard Singapore
- Co-organized with The Front Row, National Museum Singapore for a fashion runway, FashionCONNECTS
- Phygital Experience at 29Rooms Asia, Garden by the Bay

# Roadmap

## March 2022

- MIRL debut at New World NFT Gallery, Singapore ✓
- MIRL x Bybit debut at Art Dubai ✓
- Launch of MIRL Genesis NFT collection ✓
- Revamping internal operations following MIRL NFT Launch ✓
- Commence roll-out of creator ecosystem ✓
- Holder directory ✓

## April 2022

- MIRL x Bybit at Paris NFT 2022 ✓
- Roll-out of creator ecosystem ✓
- Establishment of supply chain for physical MIRL products ✓

# Roadmap

## May 2022

- First MIRL holder physical event: MIRL Bunker Event ✓
- MetaJam Asia x MIRL ✓
- Launch of MIRL Labs e-store ✓

## June 2022

- NFT NYC @ New York as Speaker ✓
- Partnership with Ethlas  
- launch of a video game ✓

## July 2022

- Creator Heist Event @ Metajam ✓
- Panel Discussion with Tarte: *The Advancing Retail & Technology Event-SEA* ✓
- Metajam Summit ✓

# Roadmap

## August 2022

- Launch of MIRL Labs 2.0 ✓
- Launch of MIRL Voting ✓
- Partnership with Hairfolio for MIRL-CLE Programme ✓

## September 2022

- Comex @ Suntec City, Singapore ✓
- Singapore Design Week with Singapore Design Council & The Front Row ✓
- MIRL x Karafuru: Physical Apparel ✓

## October 2022

- IDO & TGE ○
- Introduction of MIRL Wear2Earn ✓



# Roadmap

## November 2022

- Launch of MIRL X (embargoed artist) ○
- NFT London ✓
- MIRL DAO 2.0 Updated ✓

## December 2022

- Genesis Apparel (postpone) ○
- NFT Utility (holders exclusive) - Campaign as launched with our Partner, Hairfolio ✓

## January 2023

- 29Rooms, Lost & Found Exhibition at Garden by the Bay ✓
- \$MIRL Token Airdrop Live ✓
- Launch of MIRL Couture ✓
- Wear 2 Earn Beta Testing ○

# Roadmap

## February 2023

- Wear 2 Earn Beta Testing ○
- Preparation of In-house label (launch date to be confirmed) ○
- Expanded the team with new fashion designers onboard ✓

## March 2023

- \$MIRL Token listed on Uniswap ✓
- Lecturer at Lasalle, College of the Arts ✓

# The Future

2023

## GROWTH

Establish foundation for all MIRL ecosystem products such as MIRL LABS, MIRL DAO and W2E. Collaboration with Fashion Schools globally.

2024

## SCALE

Launch of MIRL Virtual Influencer (MVI) Programme. Phygital storefront. Expanding MIRL ecosystem into the South Korea, US and UK fashion market.

2025

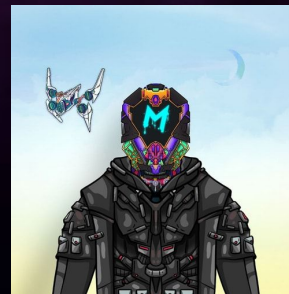
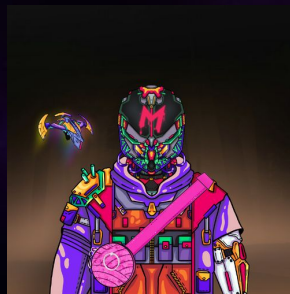
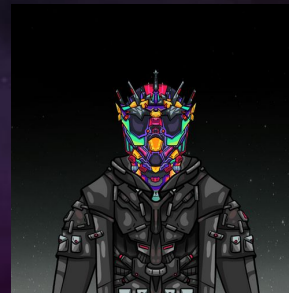
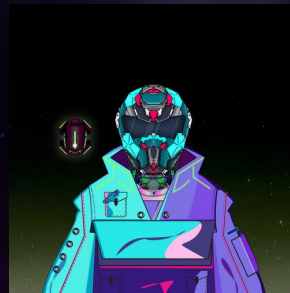
## EXPANSION

Integration of MIRL fashion-focused Metaverse for all physical and digital brands with MVI.

06

# Team & Partners

Core team members, designers,  
creatives, partners and our  
community





# Meet the Core Team



JLSM

Co-Founder & Lead Designer



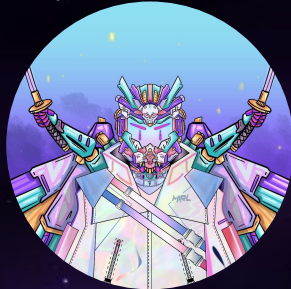
THAM

Co-Founder & Strategist Lead



MISLED LOTUS

Partnership Lead & Illustrator



OLLA

Community Operations



Loonie

Head of Community



ELLACES

Marketing Lead



VID

Design Assistant

# Meet Our Partners

OFFICIAL NFT PLATFORM & PRINCIPAL PARTNER

**BYBIT**

PARTNERS & INVESTORS



**VISTALABS**

**MH VENTURES**



*AND MORE...*

# Web2/3 Partnerships

ap>media

AP MEDIA



HAIRFOLIO



MAKE UP  
ENTOURAGE



SG DESIGN  
COUNCIL



NANYANG  
POLYTECHNIC



LASALLE SG



JOANNAISM



THE FRONT  
ROW



DESIGN  
ORCHARD SG



OCTAS LLC



GOSSAPE GIRL



ETHLAS



MIDNIGHT  
MINOR



TIGER ARCHIVE



THE REBELS



KARAFURU



HISO



METAJAM ASIA

AND MORE...



07

# Portfolios

MIRL's Hall of Fame



## Overview

- First official collection launched in partnership with one of the largest cryptocurrency exchanges, Bybit – gaining exposure to over 6 million Bybit users & physically debut at Art Dubai 2022.

- Paris NFT 2022
- New World NFT Gallery (SG)
- Metajam Asia (SG)
- New World NFT Gallery (SG)
- NFT.NYC 2022 (USA)
- Metajam Asia (SG)
- Singapore Design Week (SG)
- Singapore NFT London 2022 (UK)
- Fashion Connect 2022 (SG)
- Other ongoing NFT projects
- 29Rooms Asia 2023 (SG)

BYBIT x MIRL

We've partnered with MIRL (Made In Real Life) to launch a limited run of NFTs exclusively for you!

### Bybit Powers Art in the Metaverse with Art Dubai 2022's Inaugural Digital Section

By Lisa Walters

march 14, 2022 | 6 mins





# Portfolios

11 MARCH: ART DUBAI WITH BYBIT



## OVERVIEW

## Portfolios

12-14 APRIL: PARIS BLOCKCHAIN SUMMIT WEEK





OVERVIEW

## Portfolios

14 MAY: BUNKER EVENT



## OVERVIEW

## Portfolios

27 MAY / 4 JUNE: METAJAM SHARING





OVERVIEW

## Portfolios

JUNE: NYC.NFT &amp; CONSENSUS NFT

Consensus

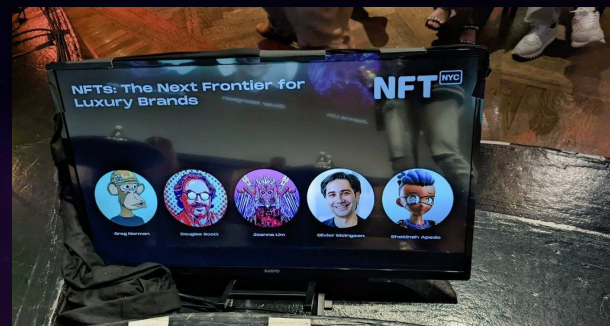
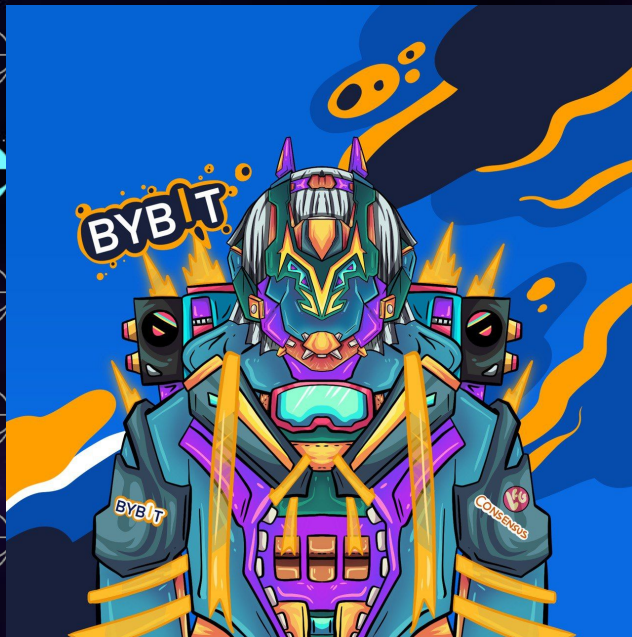
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## OVERVIEW

## Portfolios

14 JULY: CREATOR HEIST @ METAJAM



## OVERVIEW

## Portfolios

AUGUST: MIRL-CLE PROGRAMME WITH HAIRFOLIO

In collaboration with Hairfolio, we will be featuring various fashion brands (apparels & accessories) on a monthly basis with U-Weekly Magazine.

**Hairstylist:** Hairfolio

**Magazine:** U-Weekly (Singapore based Magazine)

**Makeup:** Sign Up with Us to be part of Style X

**Fashion Brands:** Sign Up with Us to be part of Style X

**Model:** Sign Up with Us to be part of Style X

*As Intended**Joannalsm*

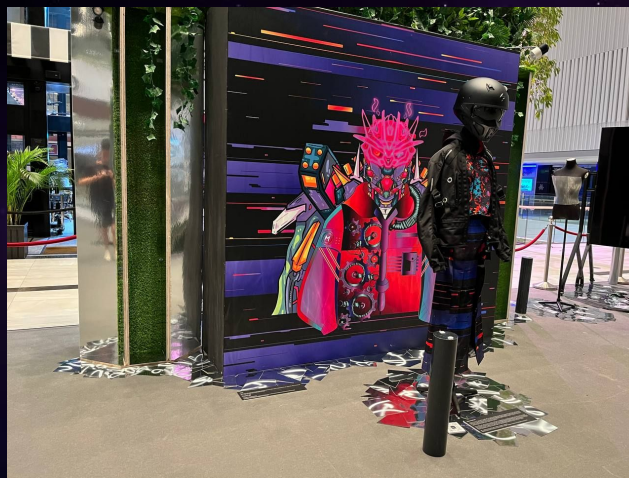
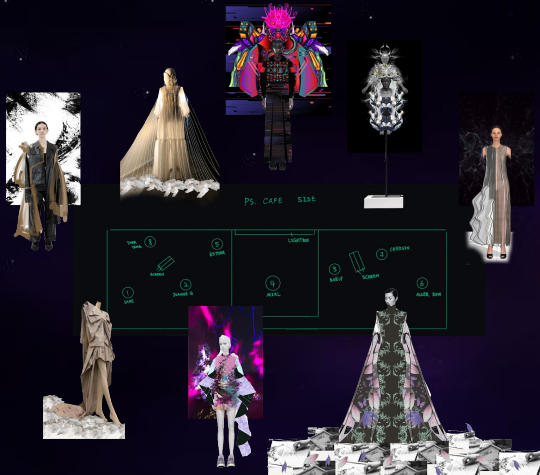


## OVERVIEW

## Portfolios

16-25 SEPTEMBER: SINGAPORE DESIGN WEEK

In collaboration with Singapore Design Council, AP Media & The Front Row, MIRL is taking over part of the exhibition space, titled, #Fashtag, at Raffles City Singapore to curate various fashion designers and NFT artists.



## OVERVIEW

## Portfolios

NOVEMBER: FASHION CONNECTS 22 @ NATIONAL SINGAPORE MUSEUM

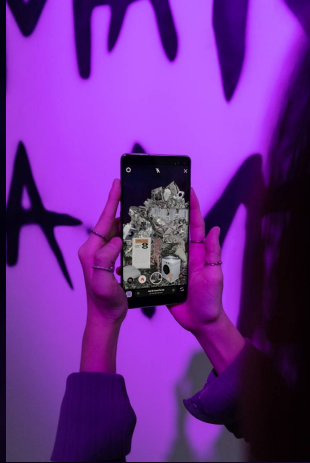




## OVERVIEW

## Portfolios

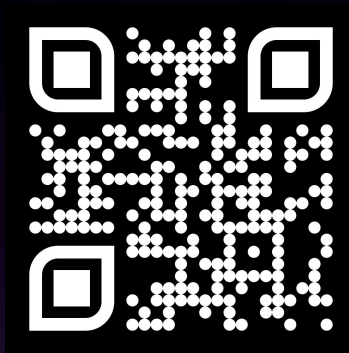
JANUARY 2023: 29ROOM ASIA @ GARDEN BY THE BAY







# CONNECT WITH US



MIRL Club



Creative Sign-up

[g@mirl.club](mailto:g@mirl.club) | [partnership@mirl.club](mailto:partnership@mirl.club)

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