

MADEINREALLIFE



MIRL



JOIN MIRL CLUB



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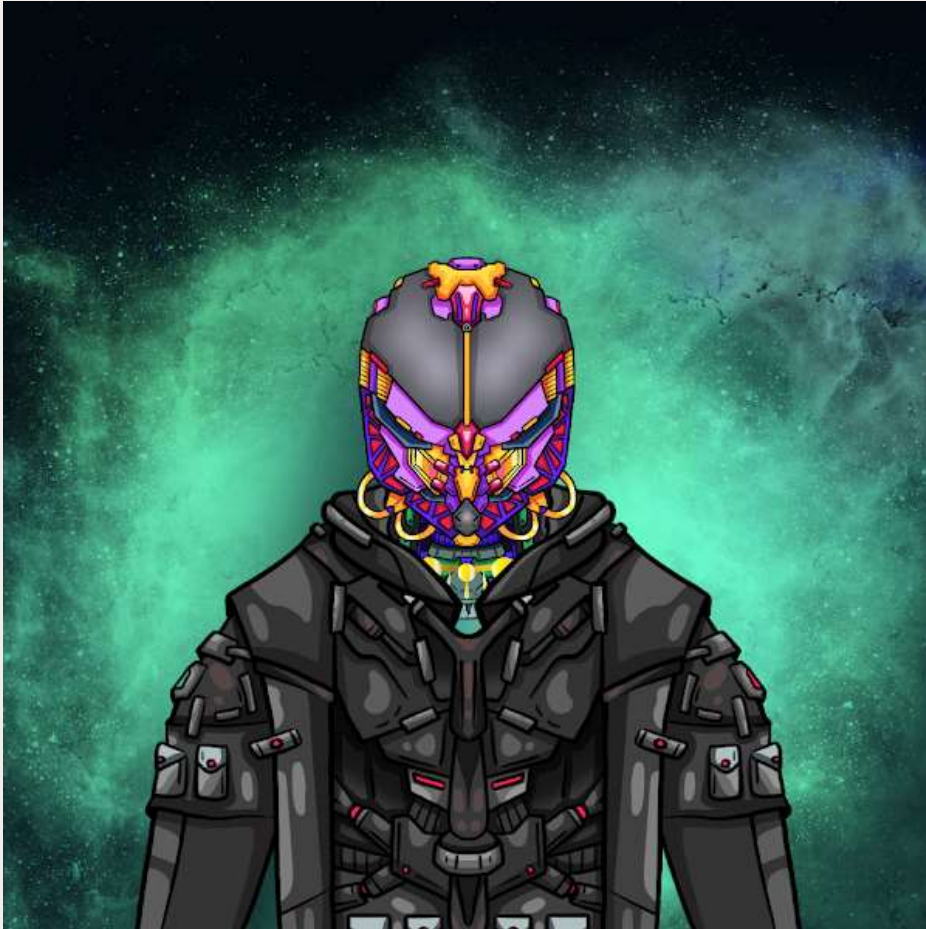
MIRL = pronounced as MIRROR



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

The first decentralised brand born
in the Metaverse





• 01 •

About us

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. At the current time of writing, there are no other projects embarking on similar issues.

• 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.
- Bybit Exchange acquired 1111 MIRL NFTs for their own users
- A unique MIRL was sold for 2 ETH



Figure 1. MIRL Genesis NFTs



Figure 2. LE sold for 2 ETH on OpenSea

· MIRL NFT: UTILITY ·

MIRL Genesis NFTs perks:

- Will be redeemable for a one-of-a-kind physical wearable, further customizable with other cc-permissible NFTs owned by the user.
- Airdropped \$MIRL tokens
- 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

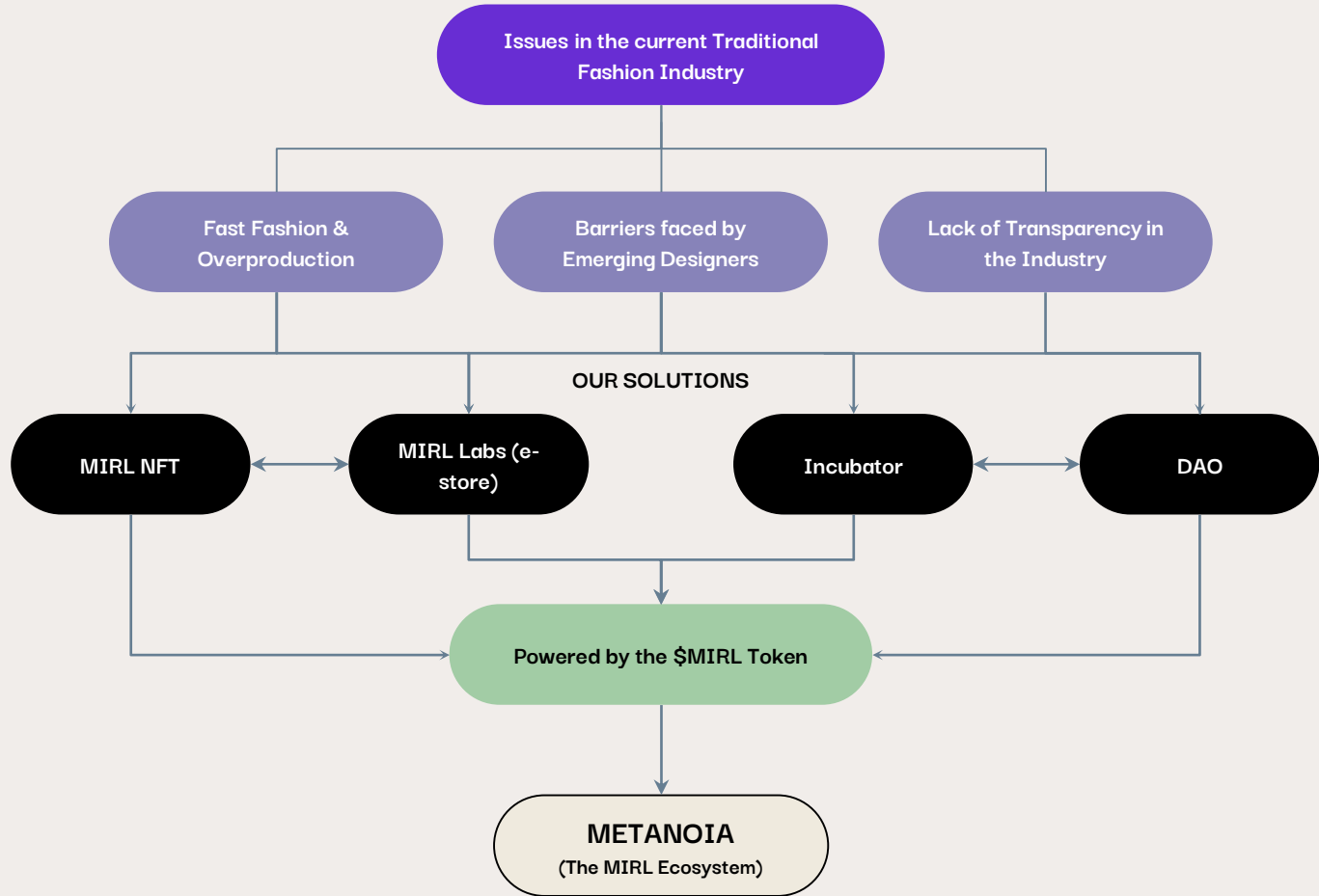


Figure 3 Redeemable Physical Wearables



• 03 •

MIRL Ecosystem



• THE E-STORE: MIRL LABS •

- An open-for-all e-store, MIRL Labs will allow NFT collectors to customise apparels with NFTs that they own in their crypto wallets.
- These features will be unlocked and redeemable with \$MIRL tokens. Besides the usual digital assets used to redeem or acquire NFTs/Physical apparel, \$MIRL owners will receive special entitlements on MIRL Labs at a special rate.

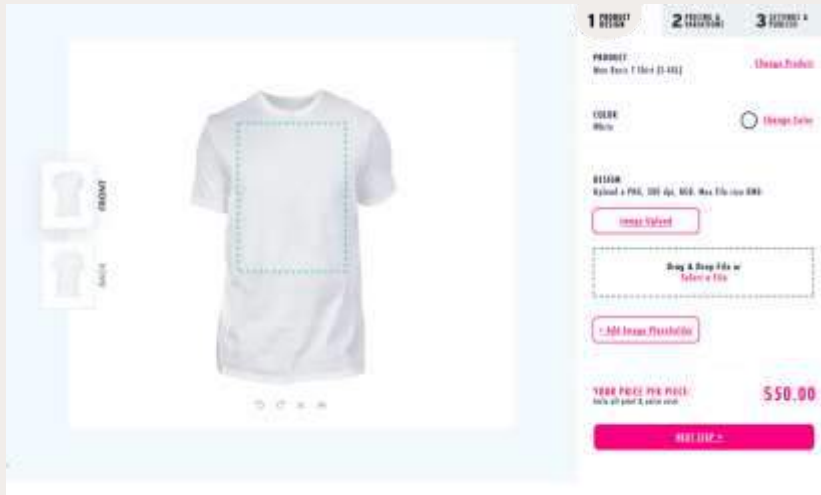


Figure 4 . MIRL Labs e-store prototype interface

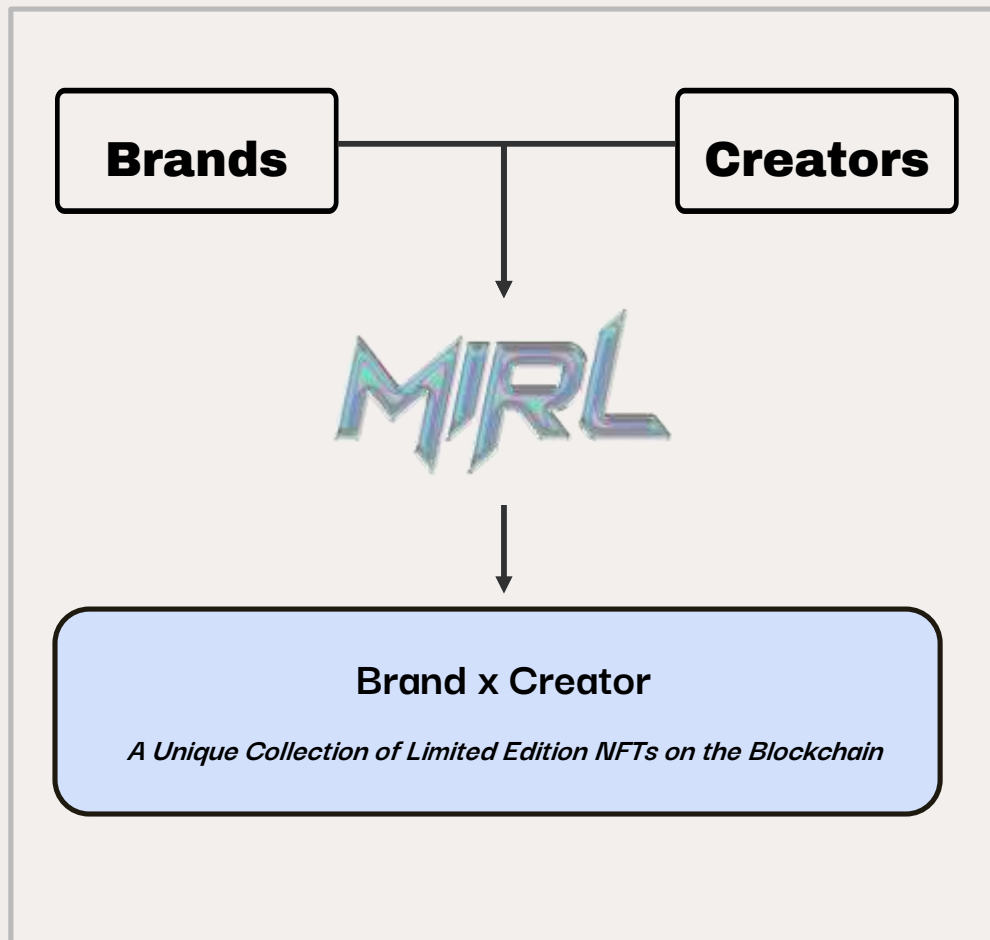


Figure 5 . MAYC on a MIRL Jacket

• INCUBATOR •

The MIRL Incubator supports aspiring creatives with both intellectual and financial resources to create their art in the Metaverse.

- 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 worth up to \$50,000 USD



• A 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.

• 300+ CREATORS •



And many more...



• 04 •

Tokenomics

\$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/Scholarship grant
for artists /designers 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 •

Network: ERC-721 Ethereum Mainnet

All 4,548 of Genesis NFTs will be sold to public members from our community.

• Utility Token: \$MIRL •

Network: SPL/ERC20

MIRL will sell 3.5% of total token supply via a launchpads, and raise 8.5% privately via angel investors, VC, token funds, projects and others.

• MIRL TOKENOMICS •

\$MIRL Total Supply:

1,000,000,000

Initial Market Cap:

\$693,000

FDV:

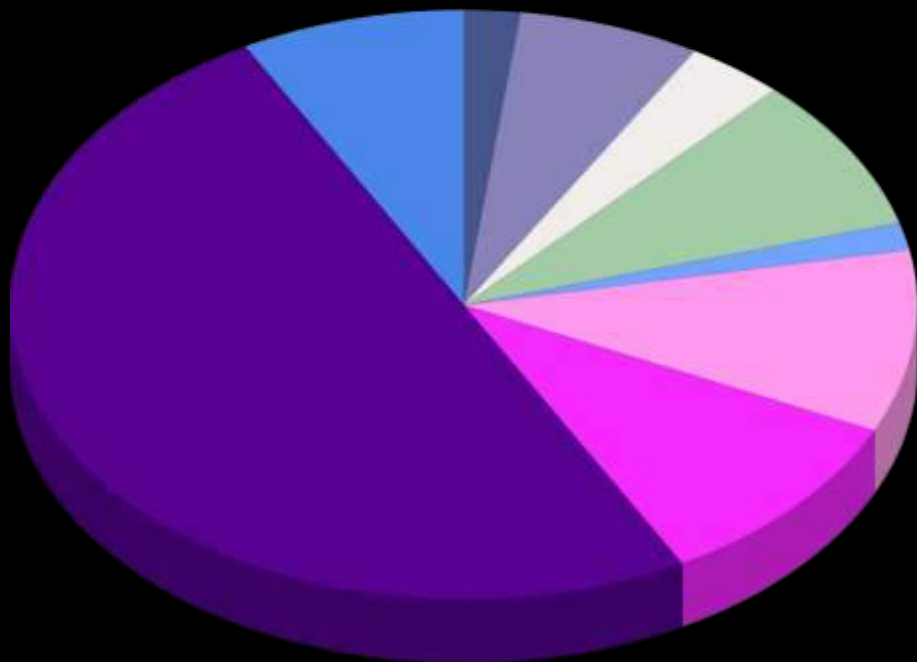
\$22,000,000

Listing Price:

\$0.022

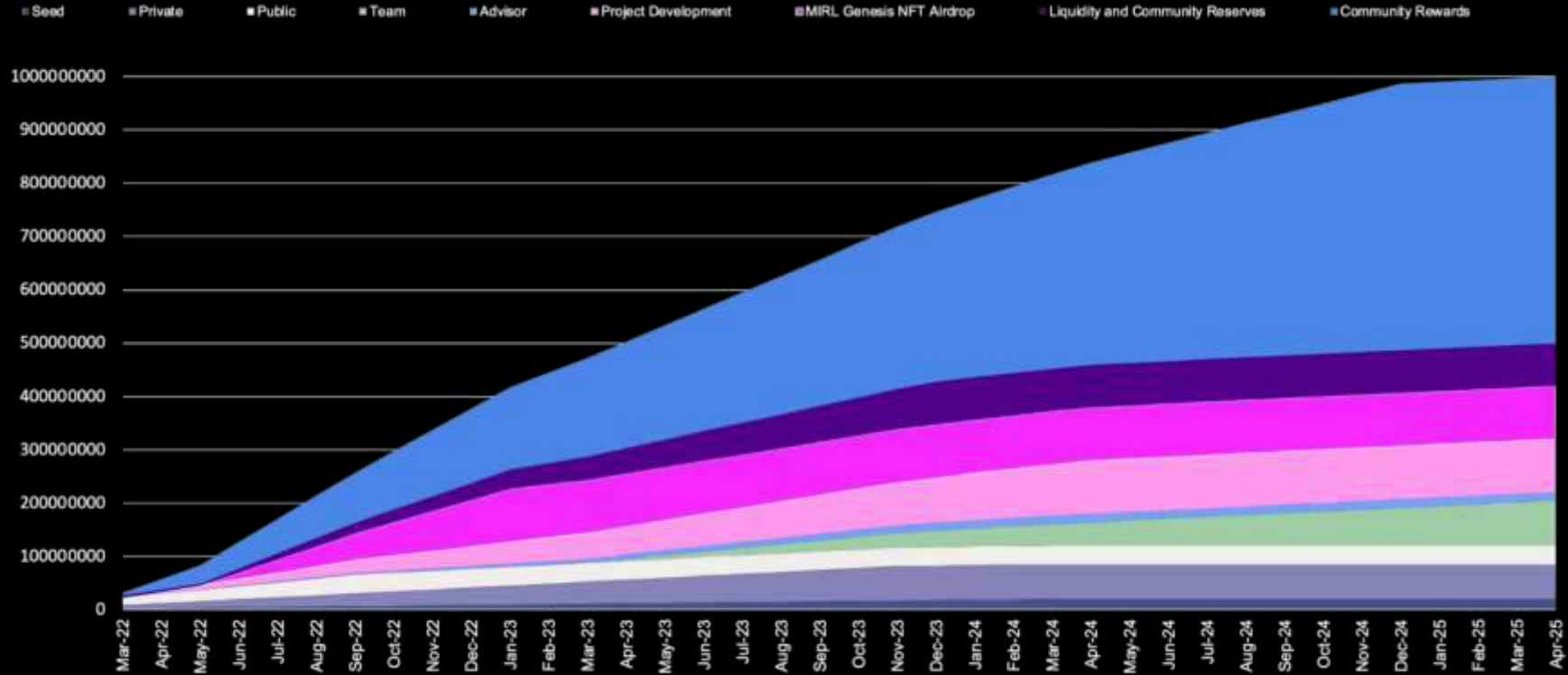
| | Token Allocation | Vesting |
|--|-------------------|--|
| Seed | 2% (20,000,000) | 10% TGE, 24 months linear vesting |
| Private | 6.5% (65,000,000) | 10% TGE, 20 months linear vesting |
| Public | 3.5% (35,000,000) | 40% TGE, 6 months linear vesting |
| Team | 8.5% (85,000,000) | 0% TGE, 12 Months 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, etc) | 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 | 8% (80,000,000) | 5% TGE, 3 months cliff, 19 months linear vesting |

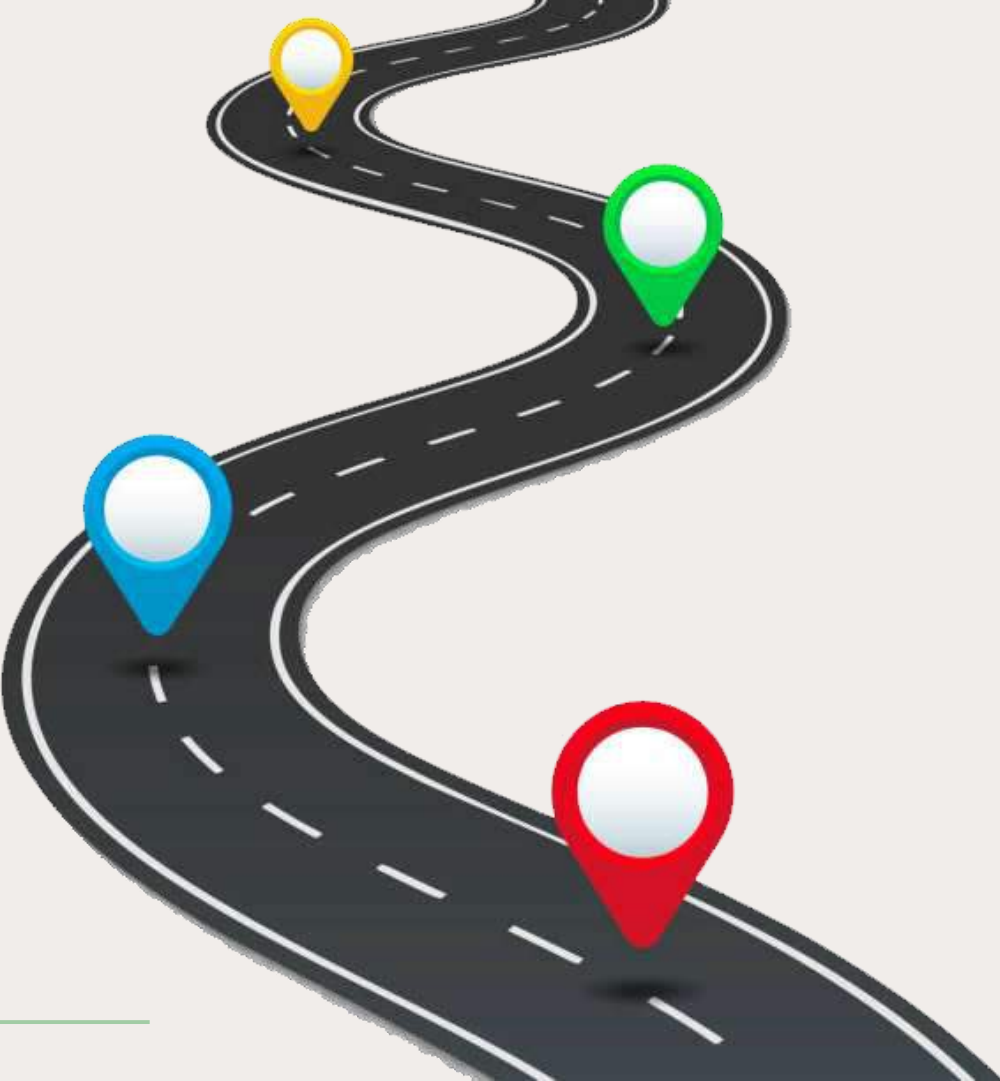
• TOKEN ALLOCATION •



- 2% Seed
10% TGE, 24 months linear vesting
- 6.5% Private
10% TGE, 20 months linear vesting
- 3.5% Public
40% TGE, 6 months linear vesting
- 8.5% Team
0% TGE, 12 Months Cliff, 5% Monthly vesting
- 1.5% Advisor
0% TGE, 3 months cliff, 20 months linear vesting
- 10% MIRL Genesis NFT airdrop
0% TGE, 3 months cliff, 8 months linear vesting
- 10% Project Development
0% TGE, 1 month cliff, 25 months linear vesting
- 50% Community Rewards
1% TGE, 33 months linear vesting
- 8% Liquidity & Community Reserves
5% TGE, 3 months cliff, 19 months linear vesting

• TOKEN DISTRIBUTION •





• 05 •

Roadmap

MIRL Timeline

• MIRL ROADMAP •

• 03 •

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 ✓

• 04 •

April 2022

- Physical events in Singapore
- Establishment of supply chain for physical MIRL products
- Launch of MIRL Labs e-store
- Formation of MIRL advisory board

• MIRL ROADMAP •

• 05 •

May 2022

- TGE for \$MIRL Token
- Building WEB2 Partnerships
- Building WEB3 Partnerships

• 06 •

June 2022

- NFT NYC physical event in New York
- Physical events in Singapore
- Decentraland digital merch drop
- **Ongoing:** Establishing partnerships with WEB2/WEB3 brands
- **Ongoing:** Introduction and curation of creators into MIRL ecosystem

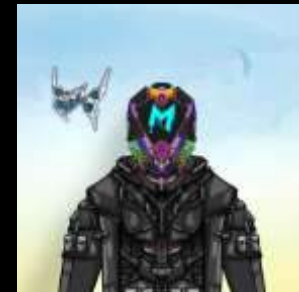
And still going
strong!



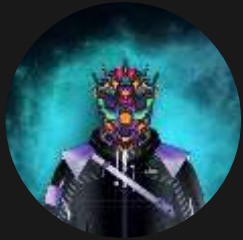
• 06 •

Team & Partners

Team members, designers,
creatives, partners and our
community



• MEET THE TEAM •



JLSM

Co-founder | Lead Designer



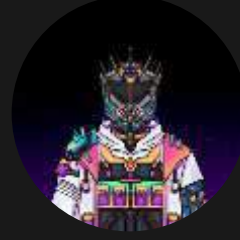
MISLED LOTUS

Partnerships lead | Illustrator



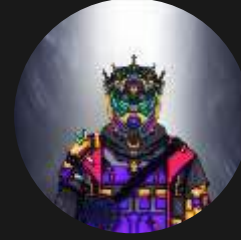
OR1ON

Creative Lead | Events
Partnership



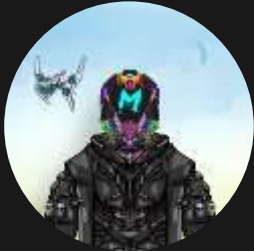
JT

Illustrator | Co-Creative Lead



PEAKINDIE

Lead Technologist



BER

Head of Community



OLLA

Community Ops



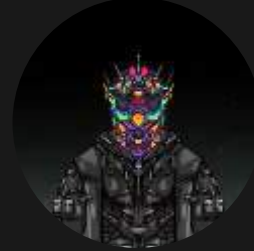
DARYL

Marketing Lead



GEO

Strategist



TUM

Advisor

• MEET THE TEAM •

Creative Leads & In-house designers



JLSM

Co-founder | Lead Designer

Specialties: Fashion design, manufacture and production



MISLED LOTUS

Partnerships Lead | Illustrator

Specialties: Graphic design, NFT design, market research



OR1ON

Creative Lead | Events Partnership

Specialties: Graphics design, project development



JT

Co-Creative Lead | Illustrator

Specialties: NFT design, creatives management

• PROJECT PORTFOLIO •

- 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**
- Physical debut at New World NFT Gallery, Singapore
- Other ongoing projects include NEARNauts, Lostboy, and more*

**(we are unable to specifically refer to more names as of yet)*



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

By Lisa Walters

March 14, 2022 | 6 min



· MIRL COMMUNITY ·

Twitter



15.8k

Followers

Telegram



1.8k

Members

Discord



20k

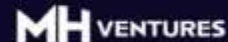
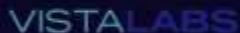
Members

• MEET THE PARTNERS •

OFFICIAL NFT PLATFORM & PRINCIPAL PARTNER

BYBIT

PARTNERS & INVESTORS



And more...



CONTACT US

<https://mirl.club>



g@mirl.club | partnership@mirl.club



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[@mirInft](https://www.instagram.com/mirInft)

