

# MM3

COMMUNITY. UNITY. CULTURE.

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## the 1st customizable NFTs with trade-able traits and accessories

*"There's never enough looks, outfits and styles a girl can have. And why should your NFTs be any different? "*

■ MM3 will enable holders to 'customize' their NFTs and add, swap or remove traits. The avatar's fashion and accessories can change. Even their make can be altered and added to. Each element can be **traded separately** on the secondary market as you wish. This was realized using EIP -3664.

■ The MM3 collection is comprised of 6,226 NFTs, and is formally **endorsed by the Marilyn Monroe Estate** to utilize her official likeness in NFTs and the Metaverse.

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## 1.OUR VISION : UNLIMITED POSSIBILITIES POWERED BY EIP-3664

■ MM3 NFT is dynamic as you. Now you can change the look of your NFTs to reflect your taste, your style, or just the season-changing. It's truly your second identity.

■ MM3 is our collective identity and brand name. Now we can customize our NFTs to suit a client or brand that would like to license the likeness to or collaborate with. The community and each of our members is the owner of a powerful tool for branding.





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## 2. THE TEAM

*MM3 is powered by the **Amethyst NFT team(@amethystnft)**. Combining a vast experience from the fashion, publishing, content and influencer world.*



- **Elliot(@elliott\_foote), CEO;** Sitting on the boards of various fashion and tech companies, Elliot has 16 years experience in corporate retail expansion and global fashion operations. He is also c-founder of The Ren Group, and an art director for the iconic fashion magazine CR Fashion Book China.

**Marlene(@marli\_czichos), CMO;** One of the world's leading experts in the social media industry, Marlene manages a network of influencers with a reach of over 150 million people. She has worked with brands including \Condé Nast, Dior, Fendi, Estée Lauder, Nike, Porsche and Apple.



**Emerson (@quantumprjcts), COO;** With over a decade of experience at IMG Models in management, Emerson has been responsible for supermodels, celebrities, and influencers - his work with international brands has spanned talent campaigns, collaborations, editorial, and press.

*Our **tech partner** for the project is **DRepublic (@drepublic\_io)**. They are a Metaverse studio focusing on next gen technologies including games, blockchain and AI tech.*

*The Project is official **endorsed** by **Marilyn Monore Estate (@MarilynMonroe)** to use Marilyn Monore's image in NFTs*

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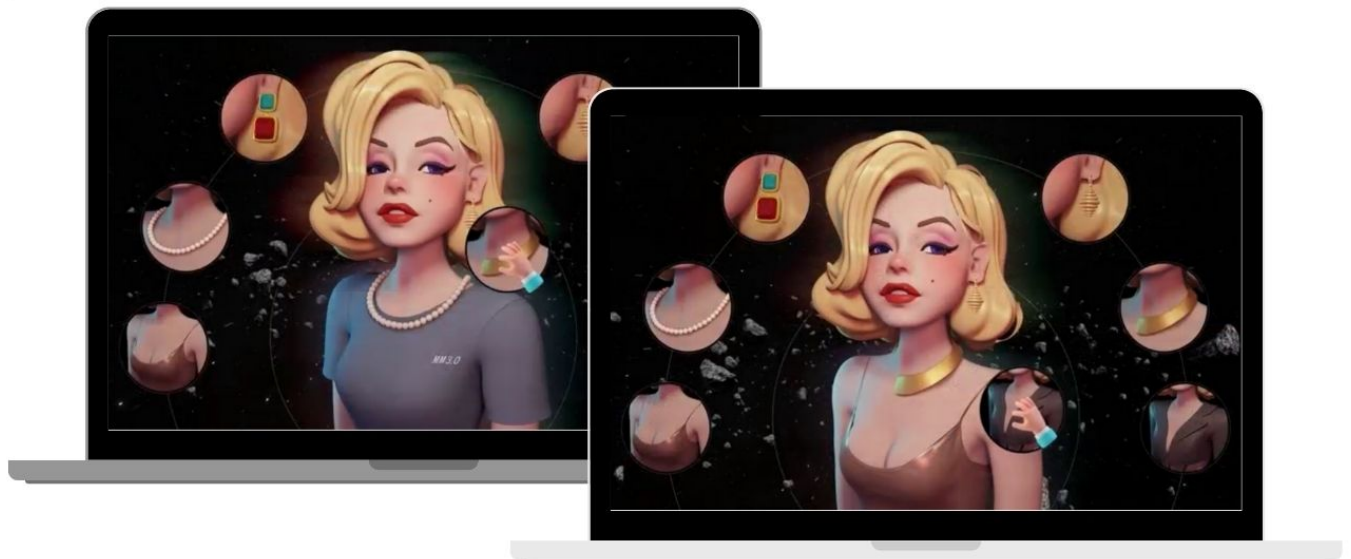
### 3. EIP-3664 : NFT TECHNOLOGICAL REVOLUTION

■ Technical and infrastructure innovation cannot do without the other. If we claim that Layer has led the way in blockchain infrastructure innovation, then EIP-3664 represents an NFT technological revolution

EIP-3664 is the next infrastructure layer for NFTs and on-chain development, bringing notable functionality improvements on the previous 1155 (multi-token) & 721 (non-fungible token) standards. The most relevant advancement EIP-3664 offers is its disaggregation and assemblage characteristics which enable the arbitrary combination of all NFTs. The most important features of EIP-3664 are its combinable, separable, and modifiable attributes which can be utilized for any kind of NFT operations through the blockchain.

Users can now use EIP-3664 to create an infinite number of different products without repeating work. This level of customization opens the door to the extendability of metaverse ecosystems and NFT assets for the first time ever.

■ Partnering with Drepubic, the creator of EIP 3664, MM3 will allow owners to add, and remove four different traits: hair, fashion, necklace, and earrings, delivering an interactive and satisfying non-fungible token experience. The operation could be done in a workbench on MM3 official website. The traits themselves can be traded independently, creating a separate market.





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## 4. ONE INVESTMENT = 2 REVENUE STREAMS AND MARKET OPPORTUNITIES

### *WHAT'S IN IT FOR YOU?*

■ Using EIP 3664 modularity, your NFT can provide you with two passive revenue streams from different markets.

**The first** is the PFP avatar and the rights associated. You can license it to brands, utilize it in the metaverse.

**The second** revenue stream is selling and trading the accessories. This can provide you with liquidity, help generate demand, and enable you to create additional licensing opportunities.



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## 5. MANIFESTO

□ We mirrored this community on an icon.

□ It's for rule-breakers that dare to challenge the "natural order".

For those who see possibilities and break down barriers. □

For people who use intelligence and compassion to build a new future.

□ A future equal for all. □

The smart,

The brave,

The kind,

The creative. □

Everyone who believes that

community is our strongest source of power. □

Together we carry on the legacy of an icon. □

The legacy of Marilyn Monroe □



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## 6. ROADMAP

### ***COLLABS - MERCH-EVENTS- METAVERSE AND VIRTUAL IDO***

*\*Roadmap will be released every 6 month*

#### **COLLABS**

■ Brand collaborations are what will drive value for MM3 holders. We are planning many exciting collaborations with designers, brands and artists from around the world. Our team allows us to reach the very best names in fashion around the world

■ These collaborations will be dropped as compatible fashion pieces and accessories to your MM3 avatar, as well as possibly as physical pieces for the community. Imagine wearing the matching fashion of your avatar from a luxury fashion house

#### **MERCH**

■ This is where it gets exciting... because branded merchandise needs to be more than a hoodie.

■ Exclusive merchandise will be created by artists, designed by people in the industry and will truly be collectibles as much as fashion pieces. We will design the merchandise to be loved by not only our community but the wider market.

■ Members will receive discounts on all items, from fashion collaborations to artist-inspired unique fashion pieces. Rock your MM3 vibe IRL.

#### **EVENT**

■ Where fabulous fashion shows meet the Web3 world. MM3 events will be as glamorous as the NFTs.

■ NFT gated and they will be awesome.

#### **METAVERSE AND VIRTUAL IDOL**

■ More details coming soon

