

IRYSS

A REVOLUTIONARY ECOSYSTEM
FOR INDEPENDENT BRANDS





TABLE OF CONTENTS

CEO'S MESSAGE

THE IRYSS ECOSYSTEM

Introduction: The Future of Brand Growth

Harnessing Collaboration and Technology to Unlock Global Growth

A New Model for Brand Collaboration

THE IRYSS PLATFORM

The Iryss Platform: Technology and Marketplace

The Power of Video for Social Shopping

Blockchain-Powered Fundraising: A New Way to Grow

Pricing Plans: Tailored Solutions for Every Brand

END-TO-END SERVICES SUPPORTING YOUR JOURNEY

Overview of Services

1. Comprehensive Services Overview
2. Design Room
3. Production
4. Fulfillment
5. Product Photography
6. Marketing Support
7. Customer Service

Customer Plans: Tailored Solutions for Every Brand

Unique Scaling Method

Sustainability -Building a better future

The Future with Iryss: What's Next?

Platform diagram

How to Join the Platform

Contact Us

CEO'S MESSAGE

DEAR PARTNERS

At IRYSS, we've built something extraordinary: a platform that doesn't just sell products, but reimagines how independent brands thrive in the digital age. We believe that every brand, no matter its size, deserves access to the tools, infrastructure, and opportunities typically reserved for industry giants like Zara or Zalando. That's why we've created a one-stop ecosystem that brings together a tech-first marketplace, design studios, world-class production facilities, and fulfillment centers—all to empower the creative vision of independent businesses.

In today's rapidly evolving market, staying ahead of consumer expectations means embracing innovation. We combine B2C and B2B sales, live shopping, restreaming capabilities, and blockchain tokenization, giving brands the tools to interact with customers in unprecedented ways. Our partnerships with factories, designers, and production teams in Italy Portugal Greece, Egypt and Turkey are central to making high-quality products accessible at competitive costs.

Our vision doesn't stop with sales. We are building an ecosystem where every part of your business—design, production, marketing, customer service—functions with the same efficiency as global corporations, but with the agility, authenticity, and creativity that independent brands bring to the world. Together, we will reshape the future of fashion and commerce, making it more dynamic, inclusive, and accessible for all.



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I invite you to join us as we create the most comprehensive marketplace ecosystem for independent brands. Let's innovate, grow, and succeed together.

Warm Regards,

Ronan McKenna
IRYSS CEO

INTRODUCTION

THE FUTURE OF BRAND GROWTH

The retail landscape is shifting dramatically, with independent brands now representing over 95% of the market in Europe. However, many struggle to compete against corporate giants that capture nearly 50% of market share each year. As 79% of consumers gravitate toward brands that mirror their values, the demand for authenticity and connection has never been more pressing.

The future of brand growth hinges on innovation and collaboration. Advanced technologies—including artificial intelligence (AI), blockchain, and real-time analytics— are revolutionizing how brands engage with consumers. Imagine using AI to deliver personalized shopping experiences that resonate deeply, or employing blockchain to automate processes and enhance transparency, even opening doors for public investment in your brand. The rise of market network effects empowers independent brands and resellers to unite, creating shared value and driving mutual success.



With e-commerce projected to account for 24% of global retail sales by 2026, the urgency to adapt is clear. Consumers are seeking seamless interactions across platforms.

are you ready to meet them where they are?

In this vibrant environment, the Iryss platform emerges as a transformative resource for independent brands and resellers. It fosters a collaborative ecosystem that navigates the complexities of the retail landscape with ease. Here, brands and resellers connect, unlocking opportunities for growth and scalability while forming meaningful partnerships.

As you explore the Iryss ecosystem, you'll discover a landscape brimming with opportunities and innovation. Here, collaboration becomes your greatest asset, connecting you with fellow brands and resellers eager to share insights and strategies. Together, we can harness cutting-edge technology to navigate the complexities of the retail world and elevate your brand to new heights.



Get ready to dive deeper into the Iryss platform and uncover how we can transform your brand's journey in this dynamic marketplace.

THE IRYSS ECOSYSTEM



HARNESSING COLLABORATION AND TECHNOLOGY TO UNLOCK GLOBAL GROWTH

Independent brands make up over **95% of the market** across Europe, yet they often face an uphill battle, with scaling and growth constrained by limited resources and high costs.

Imagine a world where these barriers no longer exist—a world where independent brands have access to the same **corporate-level infrastructure** that global giants use, but at a fraction of the cost.

This is the world of the **Iryss Ecosystem**—a fully integrated platform that gives brands everything they need to grow, expand, and thrive.

In the Iryss ecosystem, brands are no longer isolated. Instead, they are connected to a comprehensive, **cutting-edge network** of services that would be impossible to achieve on their own. From **design and production** to **fulfillment and logistics**, Iryss brings all the tools and expertise under one roof, allowing brands to tap into world-class services that free them from the burdens of managing complex operations.

This infrastructure, once reserved for only the largest companies, is now available to independent brands, enabling them to focus on what they do best building **their brand, expanding their reach, and connecting with customers.**

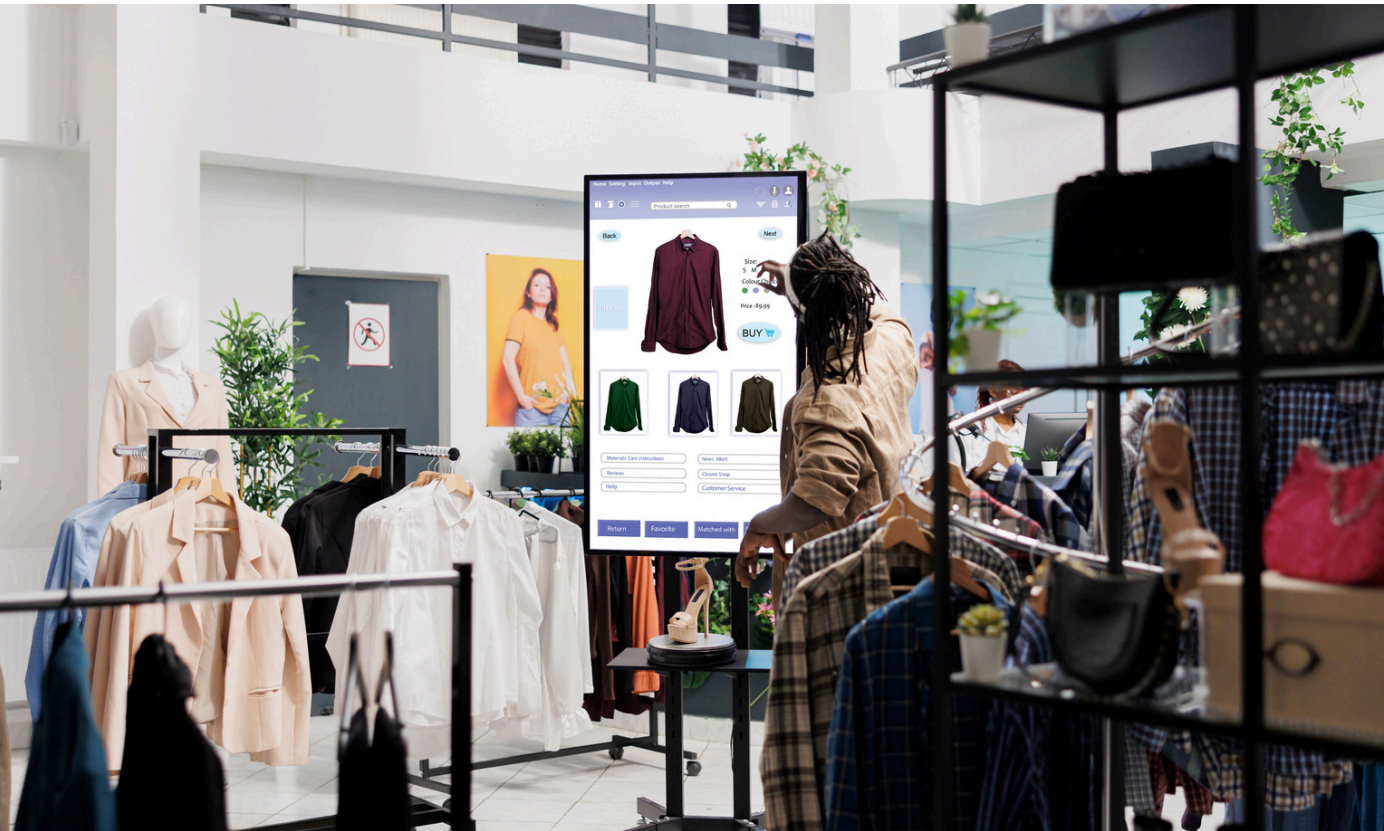
But what truly sets Iryss apart is its unique ability to foster collaboration and scaling through technology and community. Within this ecosystem, brands partner not only with **resellers and influencers** but also with **investors**, creating a shared space where growth is amplified through **collaborative effort**. By leveraging the **Iryss platform's technology**, brands, influencers, and resellers work together seamlessly, creating a **network effect** where every new participant strengthens the ecosystem. This network allows brands to scale efficiently, as **resellers** open new sales channels without holding inventory, **influencers** boost visibility by creating their own marketplaces, and **investors** can engage with brands through **blockchain-powered tokens** to share in their success.

The power of Iryss lies in its ability to create a **market network** where collaboration multiplies opportunities. As each brand, reseller, and influencer contributes to the ecosystem, the reach and impact of every participant grow exponentially. Brands not only scale their businesses faster but also do so with far less risk, as the ecosystem's shared resources and technology streamline the process of growth.



This is a world where innovation, growth, and success are no longer solo pursuits but the result of partnerships and collaboration—all driven by the technology that makes the Iryss ecosystem so powerful.

A NEW MODEL FOR BRAND COLLABORATION



In today's interconnected marketplace, the future of independent brands is being reshaped by a transformative model of collaboration. The **Iryss platform** creates a vibrant ecosystem where brands, resellers, investors, influencers, and customers come together to amplify each other's strengths and reach unprecedented heights.

Imagine a scenario where a brand, passionate about its mission, connects with resellers who share its values. These resellers extend the brand's visibility, introducing its products to new audiences while fostering meaningful relationships. Meanwhile, influencers become brand ambassadors, using their authentic voices to resonate with consumers who relate to the brand's story. This collaboration transforms customers into active participants, empowering them to champion the brands they love and spread their messages far and wide.



Investors are key players in this ecosystem, providing essential resources that fuel innovation and growth. When investors align with independent brands, they not only contribute capital but also help unlock new avenues for development and outreach, creating a ripple effect of opportunities.

In this interconnected community, every participant plays a vital role. By harnessing the collective power of collaboration, the Iryss platform enables brands to navigate the complexities of the retail landscape with agility and confidence. Together, we can foster a thriving environment where independent brands flourish, turning challenges into shared victories.

This new model isn't just about cooperation; it's about building lasting relationships that drive mutual success. With Iryss, we are not merely creating a marketplace; we are cultivating a movement that elevates independent brands and transforms the retail experience for everyone involved.

THE IRYSS PLATFORM

THE IRYSS PLATFORM TECHNOLOGY AND MARKETPLACE

The Iryss platform revolutionizes the e-commerce experience by creating an interconnected marketplace that empowers independent brands to engage directly with consumers through a robust **B2C** model. This innovative platform allows brands to reach customers seamlessly while providing resellers the ability to connect and list products in their own stores without the burden of upfront inventory purchases. By eliminating the need for initial stock investment, resellers can free up capital to focus on driving higher sell-through rates on collections.

This marketplace transforms resellers into mini marketplaces within their localized jurisdictions, enabling them to curate unique offerings that cater to their communities. Moreover, brands can enhance their product ranges by incorporating items from other brands, fostering collaboration and expanding market reach. This interconnected ecosystem promotes shared growth and encourages creativity among brands, leading to a diverse array of products for consumers.



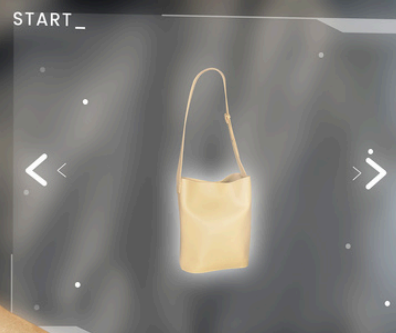
At the core of the Iryss platform is its **MACH architecture**—comprising **Microservices, API-first, Cloud-native,** and **Headless** technologies—ensuring scalability and flexibility.

This advanced setup allows for rapid integration with various tools and services, creating a seamless user experience that adapts to market changes and consumer demands.

By leveraging AI-driven features, the Iryss platform enhances user engagement with personalized product recommendations based on real-time consumer behaviour. This intelligent approach maximizes conversion rates while allowing brands to focus on crafting exceptional products.

With this advanced and innovative technology, independent brands can compete on a level playing field with corporate giants, unlocking new opportunities for success in the e-commerce landscape.

The Iryss platform not only democratizes access to powerful tools but also empowers brands to thrive in an increasingly competitive market.



THE POWER OF VIDEO FOR SOCIAL SHOPPING

Video is revolutionizing e-commerce and transforming how brands connect with consumers. With **64%** of shoppers more likely to make a purchase after watching a video, the potential for engagement is immense.

The **Iryss video shopping platform** leverages this power, providing brands with advanced tools to create, edit, and store compelling video content that resonates with their audience.

Brands can host **live shopping events** that facilitate real-time interaction, enhanced by AI chat responses that guide customers directly to the marketplace checkout. This integration fosters a dynamic shopping experience, allowing viewers to feel part of an exclusive event and strengthening community and brand loyalty. Furthermore, the platform's ability to **restream** these live events across multiple social media channels significantly amplifies reach and visibility. This interconnected approach ensures that each shopping event transforms into an interactive spectacle, engaging a wider audience and maximizing the impact of a single piece of content.



At the core of Iryss lies **blockchain technology**, which automates the tracking of traffic from influencers' social media pages. Intelligent bots monitor interactions and accurately track commissions, simplifying collaborations and ensuring transparency. This innovative approach allows brands to focus on growth.

AI-driven solutions further enhance user engagement by delivering personalized product recommendations based on real-time consumer behavior. Shoppable videos enable customers to click on featured products, adding them to their carts seamlessly without leaving the viewing experience.

This interconnectedness and automation streamline the content creation process, reducing the need for large teams dedicated to manual tasks. A single piece of content can be deployed across multiple channels, creating powerful network effects that expand reach and drive sales cost-effectively.

By utilizing our advanced video technology, independent brands can effectively compete with corporate giants, forging lasting loyalty with customers through the engaging power of video and social commerce. The Iryss platform empowers brands to share their stories and create vibrant communities that resonate in today's digital marketplace.



INVESTMENT SCENARIO

BRAND A LAUNCHING 1,000 DRESSES

Imagine Brand A, ready to launch an exciting new collection of 1,000 dresses. To bring this vision to life, the brand seeks **€20,000** in funding, presenting a unique opportunity for investors. Instead of shouldering the financial burden themselves, Brand A utilizes the Iryss blockchain investment platform to connect with potential investors.

Investors can purchase **profit-sharing tokens**, enabling them to share in the success of the collection. With a projected **10% return** on overall sales, this innovative funding model offers a promising and secure investment avenue.

To ensure minimal risk, the marketplace guarantees **50%-70% of the stock value** through brand or asset insurance. As the dresses begin selling, the initial investment is repaid from the first sales, allowing investors to recoup their capital quickly.

Additionally, as fashion is a fast-moving consumer good that sells out rapidly, investors can expect a swift return on their capital. After the investment is returned, the remaining sales profits are split **90/10** in favor of the brand.



INVESTOR JOURNEY ON THE IRYSS BLOCKCHAIN INVESTMENT PLATFORM



01

INVESTMENT SCENARIO: BRAND A
LAUNCHING 1,000 DRESSES

02

INVESTOR DECISION INVEST €20,000

03

RECEIVES PROFIT - SHARING TOKENS

04

ANTICIPATES 10% RETURN ON SALES
(€2,000 PROFIT)

05

50% - 70% STOCK VALUE GUARANTEED BY
BRAND/ASSET INSURANCE

06

FIRST SALES REPAY INITIAL INVESTMENT

BENEFITS FOR BRANDS AND INVESTORS

BENEFITS FOR BRANDS



ACCESS TO FUNDING

Gain essential financial support without the need for upfront capital.



ENHANCED MARKETING CAPABILITIES

Utilize funds for targeted marketing efforts to maximize sales.



EXPANDED AUDIENCE REACH

Leverage the investment platform to connect with a broader customer base.



STRONGER COMMUNITY ENGAGEMENT

Build loyalty among customers and investors alike, fostering a dedicated brand following.



TRANSFORMING RELATIONSHIPS

Turn friends, family, and customers into investors who share in the brand's success.



REDUCED FINANCIAL RISK

Enjoy the security of insurance guarantees that protect stock value.



DATA-DRIVEN DECISION MAKING

Access to analytics and consumer insights that inform product development and marketing strategies.



BRAND VISIBILITY

Increased exposure through the investment platform, attracting more customers and enhancing brand reputation.



COLLABORATIVE OPPORTUNITIES

Potential to collaborate with other brands, resellers, and influencers within the ecosystem.



COMMUNITY SUPPORT

Leverage their existing customer base to foster a sense of community and encourage advocacy.



REDUCED TIME TO MARKET

Streamlined funding processes lead to faster launches, capitalizing on trends.

BENEFITS FOR INVESTORS



ATTRACTIVE RETURNS

Benefit from a 10% return on overall sales, a compelling incentive for investment.



FAST CAPITAL RETURN

Expect quick returns as fashion items sell rapidly, capitalizing on consumer demand.



RISK MITIGATION

Invest in a model that includes guarantees for stock value, minimizing potential losses.



REAL-TIME INSIGHTS

Gain access to data on sales performance and brand engagement through the platform.



COMMUNITY CONNECTION

Engage with brands and other investors, creating a network of shared interests and opportunities.



PROMOTER OPPORTUNITIES

Become a promoter for the brands they invest in, amplifying their reach and impact.



AUTOMATED PROFIT DISTRIBUTION

Experience seamless profit distribution via blockchain technology, ensuring timely returns on investment.



TAX INCENTIVES

Potential tax benefits associated with investing in innovative startups, depending on local regulations.



DIVERSE INVESTMENT PORTFOLIO

Opportunity to invest in various independent brands, diversifying risk across products and markets.

PRICING PLANS

TAILORED SOLUTIONS FOR EVERY BRAND

At Iryss, we believe in transparency and accessibility for all our users. Our pricing structure is designed to support brands and resellers in maximizing their potential while covering the costs of our advanced infrastructure.

BRAND MEMBERSHIP

For just **€280 per month** brands can join the Iryss platform. This fee grants access to our extensive suite of features, including the ability to launch investment opportunities, engage with investors, and leverage cutting-edge technology for growth.

RESELLER MEMBERSHIP

Resellers can join for a low monthly fee of **€80** enabling them to connect to the platform, list products from various brands, and benefit from the integrated marketing and sales capabilities without needing to purchase stock upfront.

A man in a white shirt and tie, seen from behind, is holding a large white cloth that partially covers a woman in a white dress. The scene is set against a plain white background.

**This straightforward pricing plan
ensures that both brands and resellers
can focus on what they do best—
driving sales and building relationships
—while we provide the infrastructure to
support their success.**

END-TO-END SERVICES SUPPORTING YOUR JOURNEY

At Iryss, we revolutionize the way independent brands operate by offering an **innovative service platform** that provides a comprehensive suite of end-to-end services designed to streamline their journey from concept to consumer. Our platform enables brands to rapidly design and produce themed mini collections, empowering them to respond quickly to evolving trends and consumer preferences, similar to the agility of industry leaders like Zara. By reducing the upfront cash requirements associated with large-scale production and facilitating small-quantity manufacturing, brands can efficiently restock popular items, thereby minimizing storage costs and enhancing sustainability.

Iryss delivers **high-quality services** on par with corporate giants, but at a fraction of the cost, ensuring that independent brands can access the same resources and expertise.

This integrated approach not only democratizes access to essential tools but also saves time, allowing brands to concentrate on marketing and sales while alleviating the operational burdens commonly faced in the fashion industry.



DESIGN ROOM

Our **Design Room** is a hub of creativity and innovation. Brands have access to our industry-leading design team, which collaborates closely with them to craft high-quality, in-demand collections. The Design Room features **3,000 sample garments** and **14 fabric collections** from top mills, allowing brands to experiment and customize their offerings efficiently. This setup enables brands to produce standout products that resonate with consumers, significantly shortening the time to market.

PRODUCTION

With our streamlined **production services**, brands benefit from a reliable supply chain that ensures timely delivery of products. Our vetted manufacturers adhere to **AQL 2.5 standards**, and our highly experienced quality control team oversees the factories, effectively removing the sourcing and quality oversight headaches for brands. This commitment to quality allows brands to meet customer demands without compromising on standards.

FULFILLMENT

Our **fulfillment services** leverage the best couriers and strategically group shipments, enabling brands to take advantage of pricing and discounts typically reserved for larger corporations. Powered by advanced AI-driven fulfillment technology, we streamline deliveries and enhance the customer journey, ensuring products reach customers swiftly and efficiently.

PRODUCT PHOTOGRAPHY

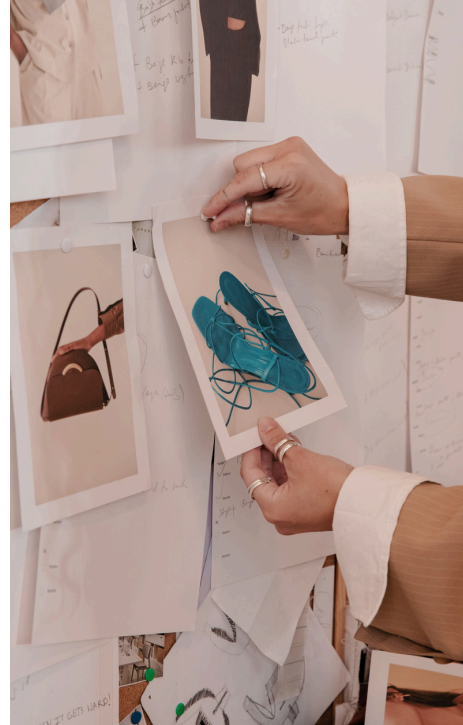
We offer professional **product photography** services that capture the essence of your brand and showcase your products in the best light. High-quality images are essential for engaging consumers and boosting online sales.

MARKETING SUPPORT

Our dedicated **marketing support** helps brands develop and implement effective strategies to reach their target audience. From social media campaigns to email marketing, we provide the tools and expertise to elevate your brand's presence.

CUSTOMER SERVICE

With our responsive **customer service**, brands can ensure that their customers receive the support they need. We assist in managing inquiries, processing returns, and building lasting relationships with consumers.



PRICING PLANS

TAILORED SOLUTIONS FOR EVERY BRAND

At Iryss, we offer flexible pricing plans designed to meet the diverse needs of independent brands. Each plan provides access to our comprehensive suite of services, empowering brands to thrive in a competitive market. Below are our available plans:

STARTER PLAN

€1,500 PER MONTH

Ideal for new brands looking to establish themselves in the market, this plan includes:

- Access to the Design Room
- Production management
- Professional product photography
- Comprehensive marketing support
- Fulfillment services
- Customer service assistance

ORDER THRESHOLD

Up to **350 orders** per month

SCALING PLAN

€2,400 PER MONTH

Designed for brands in the growth phase, this plan offers enhanced services to facilitate effective scaling:

- Access to the Design Room
- Production management
- Professional product photography
- Comprehensive marketing support
- Fulfillment services
- Customer service assistance

ORDER THRESHOLD

Up to **700 orders** per month

ESTABLISHED PLAN

€3,000 per month

For well-established brands requiring extensive use of Iryss's services, this plan includes:

- Access to the Design Room
- Production management
- Professional product photography
- Comprehensive marketing support
- Fulfillment services
- Customer service assistance

ORDER THRESHOLD

Up to **1,000 orders** per month

INDIVIDUAL SERVICES

In addition to our comprehensive plans, we also offer services individually. Please contact us to discuss pricing and specific requirements tailored to your brand's needs.

CUSTOM PLANS

For brands that have outgrown our standard offerings, we provide combined plans with higher thresholds. Custom pricing is available to meet your unique needs and objectives.



UNIQUE SCALING METHOD

At Iryss, we empower independent brands through our **unique scaling method**, creating a dynamic ecosystem that leverages advanced technology and strategic partnerships. This approach facilitates collaboration among brands, localized resellers, influencers, and investors, driving significant growth and revenue.

MARKET NETWORK EFFECT

Central to our strategy is the **market network effect**—a powerful principle that amplifies brand visibility and engagement. Through the Iryss platform, brands gain access to a global marketplace powered by state-of-the-art technology, enabling direct connections with consumers while **partnering with local resellers and influencers**. By connecting all local markets, we have created a vast network that forms one large marketplace for independent brands. This collaborative environment allows brands to tap into established businesses that have built trust within their communities, enhancing product visibility and marketing efforts.

ENHANCED OPERATIONAL EFFICIENCY

Iryss optimizes operational efficiency, allowing brands to cater more effectively to consumer needs. By minimizing overhead costs and streamlining processes, brands can quickly adapt to market trends, launching themed mini collections and restocking popular items. This agility not only improves responsiveness to consumer demands but also frees up valuable capital that can be reinvested in expanding their reach.



COMMUNITY ENGAGEMENT

Community engagement is vital within the Iryss ecosystem. Local resellers understand their markets and promote products effectively, while influencers leverage their established followings to foster authentic connections with consumers. By crowd-sourcing these local markets and integrating them into the Iryss ecosystem, we build a large consumer marketplace dedicated to independent brands. This strategic collaboration not only increases brand visibility but also cultivates a community of supporters, enhancing customer loyalty.

STRATEGIC INVESTMENT

The ecosystem is further strengthened by **strategic investors** who provide essential capital to fuel growth. Engaging in profit-sharing models that align their success with the brands they support, investors help brands scale efficiently without the burden of upfront costs.

SUSTAINABLE GLOBAL EXPANSION

As Iryss grows, it seamlessly expands into new international markets through licensing and local adoption. By integrating local influencers, resellers, and investors, we help brands navigate the complexities of global expansion, creating a robust support network that fosters sustainable growth.



In essence, the Iryss platform creates an interconnected environment where advanced technology, collaboration, and strategic investment converge. This is the market network effect at work: by connecting many micro-collaborators, we build a system where each action multiplies rapidly, reaching a large connected consumer base and empowering independent brands to thrive in a competitive marketplace while fostering lasting connections with consumers.

SUSTAINABILITY

BUILDING A BETTER FUTURE

At Iryss, sustainability is integral to our mission. We empower independent brands to thrive while positively impacting local communities and economies. By decentralizing power from large corporations, we create an ecosystem where brands can generate jobs, invest locally, and foster resilient communities. Our approach emphasizes sustainable practices that reduce carbon footprints, support local economies, and cultivate responsible business models.



EMPOWERING LOCAL ECONOMIES

Iryss enables independent brands to establish roots within their communities, driving local employment and encouraging consumers to shop locally. This not only keeps profits within the community but also strengthens social connections and resilience.

CENTRALIZED INFRASTRUCTURE FOR SUSTAINABILITY

Our comprehensive infrastructure drastically reduces costs for independent brands while minimizing their environmental impact. By addressing every aspect of production, we help brands incorporate sustainable materials and optimize logistics, effectively lowering their ecological footprint.

NEARSHORING AND SUSTAINABLE PRACTICES

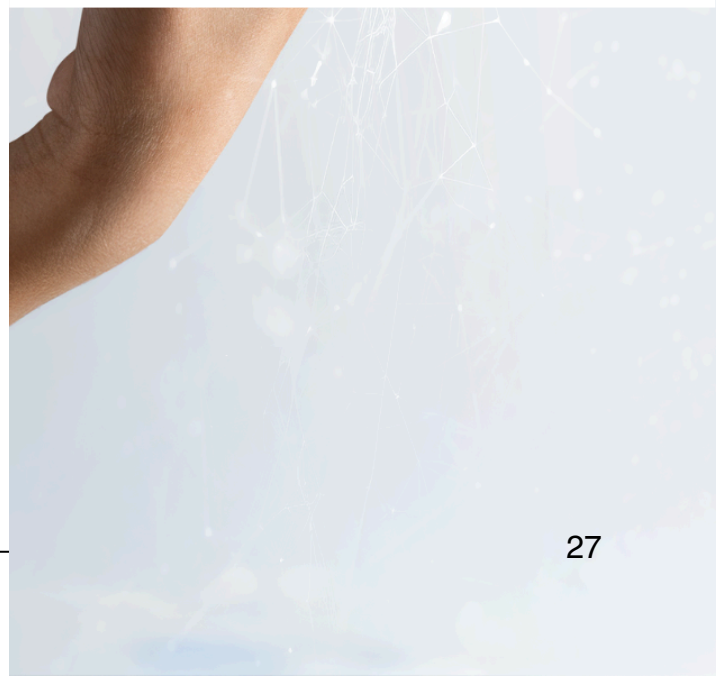
We advocate for nearshoring production, allowing brands to work closely with local suppliers to create sustainable collections. This approach not only reflects local values but also reduces carbon emissions associated with long-distance shipping. Moreover, we implement a high degree of quality control, achieving a consistent fit profile across all collections. This minimizes returns and ensures that customers receive high-quality goods without defects, enhancing satisfaction and trust.

REDUCING ENVIRONMENTAL IMPACT

Iryss focuses on operational efficiency, allowing brands to lower emissions and resource consumption. By bringing together the running needs of many local brands, we create one sustainable supply chain that drastically cuts the regular emissions generated in traditional production models. Our model supports small-batch manufacturing and responsible practices, ensuring that growth is both profitable and environmentally conscious.

BUILDING A SUSTAINABLE ECOSYSTEM

The Iryss platform fosters collaboration among independent brands, promoting best practices in sustainability. Through technology and community engagement, we create a supportive ecosystem that encourages local shopping and cultivates a healthier planet.



THE FUTURE WITH IRYSS

As Iryss embarks on its journey, we envision a future rich with possibilities that will redefine the independent fashion landscape. Our commitment to innovation positions us at the forefront of e-commerce, ensuring that independent brands can thrive amidst the challenges posed by corporate giants. By harnessing advanced technologies and dynamic business models, we are cultivating an ecosystem that empowers brands to grow sustainably and adapt to the evolving market landscape.

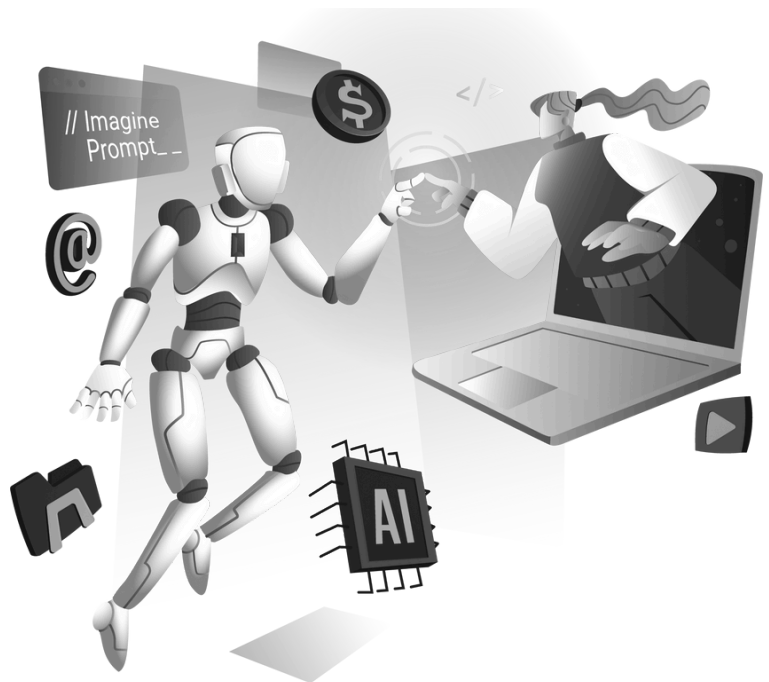
The future of Iryss is built on transformative technology and collaboration. Imagine a vibrant marketplace where independent brands seamlessly connect with their audience through personalized online storefronts, dynamic pricing strategies, and real-time engagement. Our integration of AI-driven automation and a connected supply chain enhances operational efficiency, enabling brands to respond quickly to consumer trends. As we expand our marketplace, we will welcome a diverse array of brands, local resellers, and influencers, amplifying visibility and creating a robust network that drives collective success.

TRANSFORMATIVE TECHNOLOGY INTEGRATION

Iryss will feature a robust website builder, empowering brands to create personalized storefronts that connect seamlessly to the marketplace, enhancing their reach while maintaining authenticity.

DYNAMIC PRICING AND AUCTION-BASED MODELS

Our platform will introduce auction-based sales software, allowing brands to adjust pricing in real-time based on consumer demand, maximizing revenue and fostering urgency in purchasing.



AI-DRIVEN AUTOMATION FOR EFFICIENCY

By leveraging machine learning, brands can optimize inventory management, predict trends, and personalize customer experiences, ensuring agility and responsiveness in a fast-paced market.

CONNECTED AND RESPONSIVE SUPPLY CHAIN

Real-time data sharing will enhance collaboration between brands and suppliers, aligning production with market demand and reducing waste, leading to a more efficient supply chain.

EXPANDING MARKET OPPORTUNITIES

We aim to broaden our marketplace, fostering collaboration among brands, resellers, and influencers to elevate visibility and penetrate new demographics.

INVESTMENT OPPORTUNITIES AND COMMUNITY ENGAGEMENT

Our platform will facilitate innovative funding models, including equity crowdfunding, tokenized investments, and dedicated brand coins. Suppliers and producers will have opportunities to invest in the brands they support, creating a community of invested stakeholders. Furthermore, streamlined payments through smart contracts will ensure timely and transparent transactions between brands and suppliers, fostering trust and efficiency within the ecosystem.

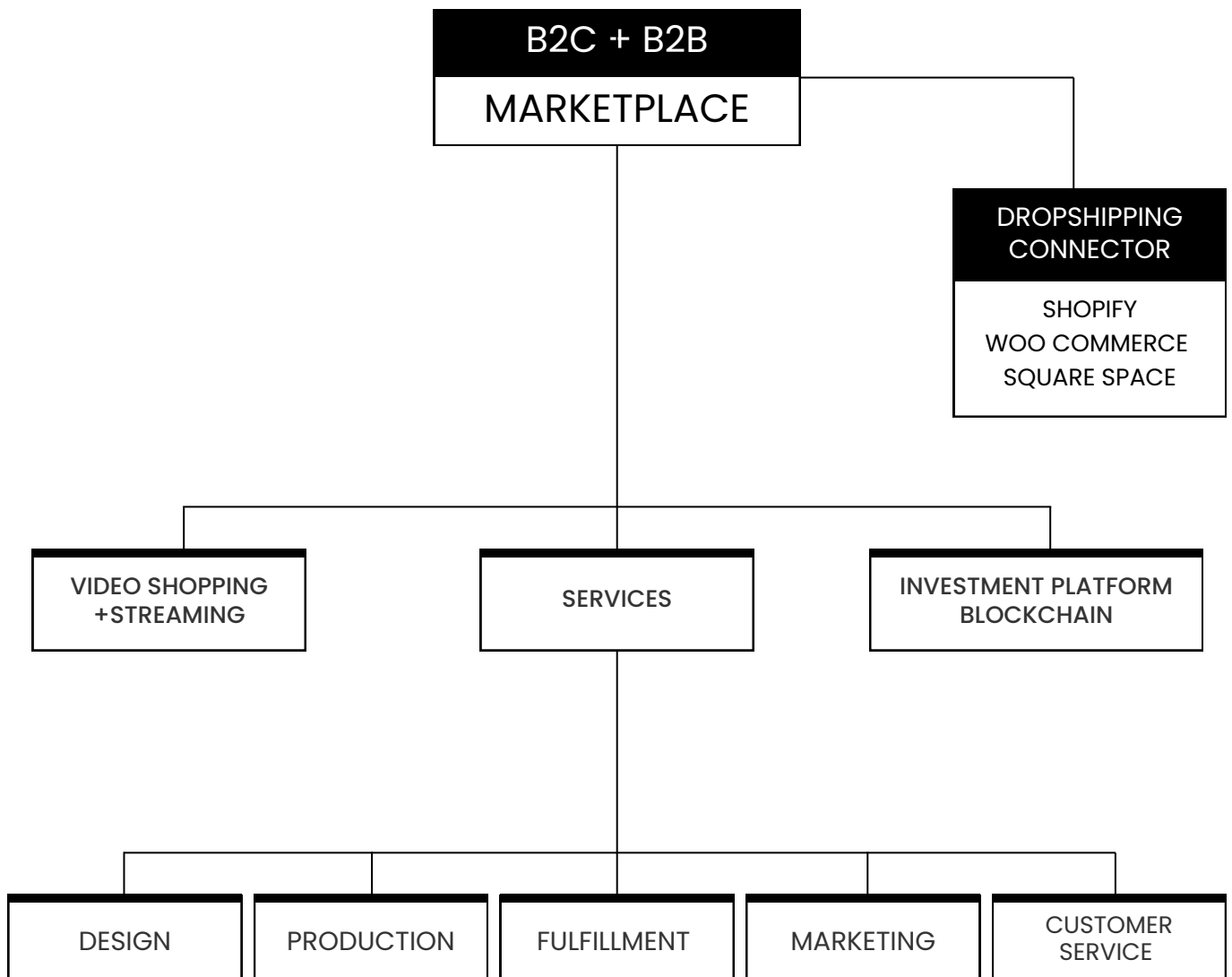
EMBRACING NFTS FOR BRAND LOYALTY

Iryss will leverage NFTs as a tool for brand loyalty and engagement. By offering unique digital assets tied to brand identity, independent brands can cultivate a community of dedicated supporters and create new revenue streams through exclusive offerings.



IRYSS

PLATFORM OVERVIEW



HOW TO JOIN THE IRYSS PLATFORM



Joining the Iryss platform is a straightforward process designed to empower independent brands and resellers. Follow these simple steps to become part of our innovative ecosystem:

1 Visit Our Website

Go to www.iryss.com to explore our platform and services.

2 Create an Account

- 2** Click on the “Sign Up” button to create your account.
Provide the necessary information about your brand or business.

3 Choose Your Plan

- 3** Review our pricing plans and select the one that best fits your needs. We offer flexible options to accommodate brands at various stages of growth.

4 Complete Your Profile

- 4** Fill out your brand profile with relevant details, including your brand story, product offerings, and marketing strategies. This helps us tailor our services to suit your needs.

5 Connect with Our Team

- 5** Once your account is set up, our dedicated support team will reach out to guide you through the onboarding process. They will assist you with any questions and help you maximize your experience on the platform.

6 Start Selling

- 6** Once you’re fully onboarded, you can start listing your products, connecting with resellers, and engaging with customers through our interconnected marketplace.

CONTACT US

We are here to support you on your journey with Iryss. For inquiries, support, or to learn more about our platform, please reach out to us through the following channels:



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www.iryss.com



Via Aosta, 420155, Milan Italy

Follow us on social media to stay updated with the latest news and features:



Iryss Marketplace



@iryssmarketplace



Iryss Marketplace



Our team is excited to help
you thrive in the world of
independent fashion!