# w3.moda

Fashion identity • commerce • membership • resale

## Positioning

w3.moda is positioned as a seven■figure strategic brand asset: category authority + trust signal + competitor

## Why it wins

- Instant category clarity — MODA reads as fashion globally—simple, memorable, and brandable across cultures.
- Built for drops + resale — Perfect for limited releases, authenticated resale, and brand membership portals.
- Web3 narrative fits naturally — Digital collectibles, on-chain provenance, and token-gated access map cleanly to fashion's scarcity model.

## Best-fit buyers

- Fashion houses launching community + membership experiences
- Luxury and streetwear resale marketplaces
- Drop platforms / limited-edition commerce operators
- Digital fashion studios and brand collabs
- Authentication + provenance partners for fashion supply chains

## Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer