Screen as a virtual space remains an extension of our reality. It is consequently unable to demonstrate the authentic image of real-life objects such as clothes. The only real experience remains possible in the physical world — by touching the fabric, trying out the fit on the body.

Fortunately, digital fashion finally enabled us to catch sight of its authentic form, no intermediary involved. Its actual representation is on the screen because it continues persisting there. The fact that digital fashion was made for the screen enabled us to finally experience fashion genuinely.

This collection is called THE REAL DEAL and it represents the metamorphosis of fashion through different aspects of physicality and reality. There are six NFTs available to collect, these originate from two iconic clothing items which undergo three metaphysical transformational changes, each is accompanied by different real-life utilities for the buyer. Starting from a regular physical clothing item; transitioning through the form of digital clothing while still retaining the functional principles of the physical garment; finally reaching the real-time AR form visually devoided from a silhouette that was determined by functional aspect of clothing, and becoming pure fashion visual.

As the clothing item moves through different transformational levels — losing its functional aspect more and more — what is happening is a type of reverse deconstruction: instead of becoming a transversal course of function, items melt into fashion, assuming form of the purely visual. We look at the use case of digital fashion as a transformation, a transitioning of fashion to another level. With every NFT purchased, our buyers get not only its digital display and its evolutionary course, but also a specific use case that will unlock after the purchase.

The first level of the transformational clothing item is its physical embodiment. In this instance, the 1/1 item is delivered to the buyer's address as a high quality made-to-measure physical clothing item, whose primary functions are protection of the body, durability and a perfect fit. In other words, our online concept is based on the physical item being functional only. In order to make the digital experience of this phase more authentic, we decided to use audio files instead of photographs for the online representation of physical clothing. This way there is less chance of intermediary distortion. You will not be able to see anything in the classical sense, but what you hear remains authentic. The content of audio files consists of the description of the item, perhaps a sample of the sound of the fabric. We decided to go with audio representation because sound keeps its primary form despite being pulled through a medium, hence rejecting the role of simulacra that is so often automatically assigned to photography. The only person who will have the visual experience of the final, physical clothing item will be the one that makes the purchase. This visual experience will happen in the flesh, when the purchased clothing item is delivered to the customer's address, made-to-measure. The rest of the audience remains within the realm of imagination, they experience the item on the descriptive level through our audio recording and a unique visual that is being shaped by the audio waves describing the item.

The second level of the same physical clothing item is its evolution into digital form. It visually retains all the functional elements of the silhouette form of a physical clothing item from the first level. Here, the function remains intact, but the fashion segment is added to it — amplifying the shapes and textures that enhance the visual experience. The silhouette remains, but the visual textures added to it are unattainable in real life. At this level, the garment does not need a mediator because the screen is where it originates from. The digital sphere doesn't require function by its standard means. This second version of the physical garment is the one where a blend of physical and digital happens, that's why the body-shaped silhouette still remains intact. Besides the CGI visual of the clothing item, the buyer is granted an opportunity to wear the piece fitted to his photo by using the Tribute Brand Premium Fitting Service™.

The third level of the same clothing item is its digital display, visually abstracted of all elements of the physical garment silhouette which attains its look due to functionality reasons. It becomes a pure visual, devoid of function, in service only of transferring the visual message of fashion itself. This item arrives in the form of AR. Function of the clothing item (as we knew it) is now completely lost, the form is subservient to the fashion segment. The digital real time AR item is hence the most authentic depiction or representation: without any intermediary, subordinated only to the visual experience. Real life function becomes irrelevant, disappears, which allows endless possibilities that before had to be sacrificed in the name of functionality. Finally, the clothing item is separated from the fashion aspect and what remains is fashion alone, unconditioned by anything, least of all function: the fashion is liberated and is transcended onto a new level. The customer is able to wear the clothing items in real-time photographs and videos, it is granted access to the YCY app, where they can wear the item in real-time by using AR technology.

WE ENTER A NEW VERSION OF THE FUTURE, ONE WHERE REPRESENTATION PRECEDES AND CONDITIONS THE REAL