



FASHION COIN

WHITEPAPER
v.1.0

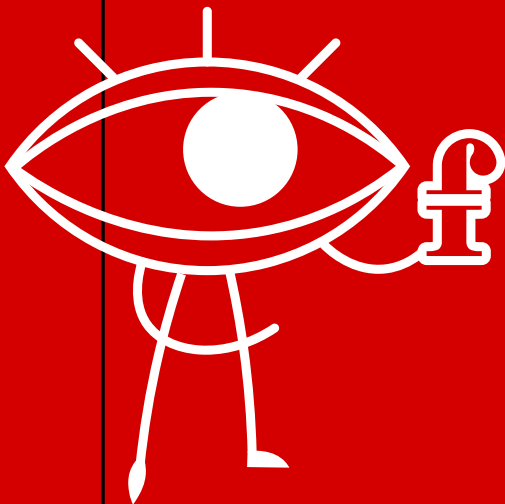
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Fashion Coin

Generation Z native cryptocurrency - CO-creative Innovation Network

CO:IN - Crypto Name - Steganography+Cryptography - Proof-of-Love - Creative Destruction - Visual Private Key - Fashion Coin



Abstract

Fashion Coin (FSHN) is a purely peer-2-peer version of electronic cash for Generation Z. Based on creativity, game theory and steganography+cryptography, Fashion Coin provides seamless and effortless online payments - with maximum speed and limitless scale.

The main point of **Fashion Coin** is that each **Gen Z** customer is the provider of what we call 'creative value' and the actual issuer of coins on the **DApp Proof-of-Love** (plus third party API) which allows everyone to earn FSHN for their unique content by converting creativity into creative capital.

Since the very first moment of issuing the **Fashion Coin** to the market, it has been legally available: for exchange for fiat money as well as for other cryptocurrencies online. **Fashion Coin** is available for purchase via 20,000+ payment terminals (with further step-by-step expansion) worldwide.

From the beginning of the issuing, **Fashion Coin** is a means of payment for merchants in 20+ countries (with a further gradual expansion).

Contactless payments through **DApp Fashion Wallet** will be available in 2019.

So Fashion Coin to be able to function, and for the support of future independent Gen Z projects, we have already launched the blockchain infrastructure platform **CO-creative Innovation Network (CO:IN)**. CO:IN uses Proof-of-Love hybrid consensus algorithm with the principle of the seamless connection of:

- cryptographic consensus by validator-entrepreneurs
- value creation (and coin emission) by the end user
- the entrepreneurial approach of creative destruction to launch new on-chain projects without technical knowledge and with using a decentralized network of Crypto Names
- steganographic protection of privacy in addition to cryptographic

Proof-of-Love is a hybrid algorithm of decentralized consensus with validating nodes supporting the network and millions of decentralized issuers of FSHN. The mechanism producing 'creative value' and capital, **Proof-of-Love DApp (plus third party API)**, is an application with an end-user reward system for promoting value. It is the collaboration place for peer-to-peer interaction between the creator and the customer. FSHN purchases will always be less expensive than in Fiat for the same product or service.

Crypto Name is an innovative hybrid technology based on a seamless mix of cryptography and steganography. **Crypto Name** allows hundreds of millions of users to get a unique, easy-understandable for people and attractive name on the CO:IN blockchain (with further anchoring in the Bitcoin blockchain). **Crypto Name** also provides the user with a seamless connection to other DLT-based networks, online payments on third-party services.



Created with double privacy protection Crypto Name is independent of any centralized service in its storage and use.

CO:IN generates **Crypto Brand Name** and anchors these individual business names on the Bitcoin blockchain. 20,000,000+ brands registered under the International Madrid Agreement (WIPO) will get their **Crypto Brand Names** on the blockchain CO:IN platform. If the TM is not at WIPO, then everyone will have the right to generate it as a Crypto Brand Name.

Steganography + Cryptography is an additional layer of end-user data protection which is the decentralized system containing endless variations of names and meanings referencing the blockchain. The decentralized blockchain-platform CO:IN attaches the crypto name for each user (with further anchoring in Bitcoin). Steganography prevents illegal transaction tracking of each user or brand.

Generation of Private Key with Mnemonic Pic

In addition to or instead of the inconvenient standard of generating a pair of private keys from a mnemonic phrase (12-15 words) according to BIP39, the CO:IN blockchain provides the possibility to use an image which users can copy and save this in a convenient place.

Creative Destruction: X→Y→Z

Generation X Problem

Creator of Bitcoin - Satoshi Nakamoto, no matter whoever he was, is certainly a generation X representative. The first wave of crypto-punks and crypto-anarchists belongs to the same generation. Besides the creation of the first cryptocurrency, the issues of socio-economic decentralization were solved by Generation X through the creation of information technologies, internet, online business as it is. (see: Zero to One by Peter Thiel). The first practical step in changing the entrepreneurial paradigm of creative destruction. (see: Schumpeter, Capitalism, Socialism and Democracy).

Generation X has implemented a crypto anarchical response to the pressure of the state by using the logic of large capital support. Decentralized response of Generation X got the old capitalism logic - reward for the work being done. Hence the Proof-of-Work and e-gold mined by electronic miners (onchain miners).

Generation Y (Millenials) Problem

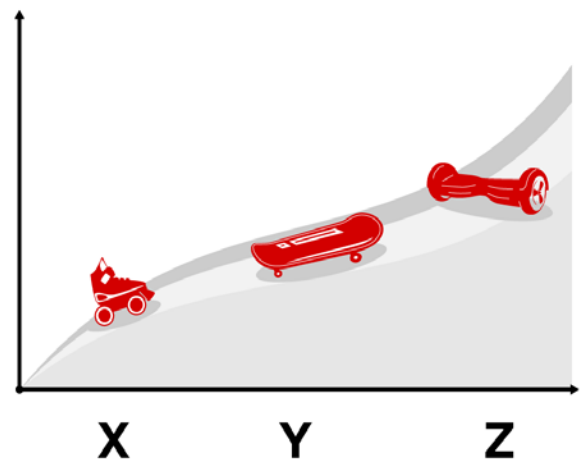
The developers of the next generation of onchain projects and crypto assets, such as the creator of Ethereum - Vitalik Buterin, the EOS architect - Dan Larimer, co-founder of Telegram Open Network - Pavel Durov and even the initiator of the future facebook coin - Mark Zuckerberg, are native millennials or Generation Y.

The problem of socio-economic decentralization is mainly solved with the same logic of capitalism with an emphasis on centralized access to more decentralized social capital of social media and instant messengers. This is where Proof-of-Stake and Delegated Proof-of-Stake come from.



Blockchain and cryptocurrency remain unclaimed in the commodity sector and incomprehensible to the mass consumer. Cryptocurrencies began to be considered as securities rather than means of payment as originally intended.

Generation Z No Problem Approach does not come from solving certain problems, it rather opens new horizons of decentralization and relies on the achievements of predecessors. The final mass financial decentralization brings the new hybrid Proof-of-Love algorithm with the **CO:IN** platform, that is based on the creation of creative capital with the simultaneous emission of coins by the end user. The era of **creative destruction** by Generation Z begins (the biggest mass generation of consumers in 2019). With the help of the **CO:IN** platform and the Fashion Coin cryptocurrency, everyone gets massive decentralized access to the following services:



- to create monetized added value and acquire creative capital
- to issue coins to the open decentralized market
- to use Fashion Coins in any way they wish
- to use direct-to-consumer interaction of brands (business) and customers in terms of co-creation, co-promotion, co-evaluation
- to use the AI coin reserve, that predicts the future creation of creative value instead of credit

*The protocol and technical consensus algorithm of **CO:IN** is described here: [GitHub](#). This White Paper is dedicated to general information on the proposed hybrid technology, hybrid Proof-of-Love algorithm that is used to generate Fashion Coins and Crypto Names.*

Fashion Coin (FSHN)

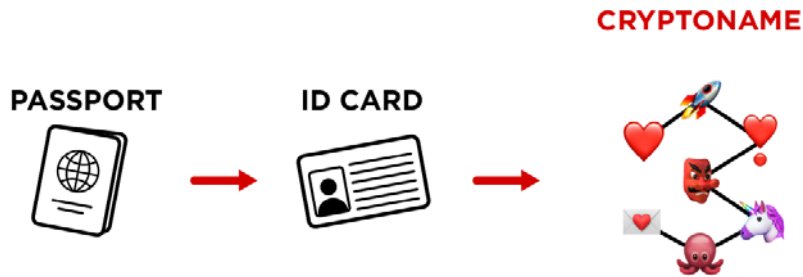
Generation Z native cryptocurrency is made for the broad masses. This is the easiest way to carry out a variety of transactions: payments, remuneration, voting, crowdfunding.

The transaction speed at the start of the project (with further acceleration) - 15,000 transactions per second.

To start your business with FSHN you can use **FSHN open source API** - a public gateway that allows you to connect merchants of any level to receive payments in cryptocurrency. The merchant does not need to think how it works, and for a user with a Crypto Name, it would be much easier to make an order and to pay.

Crypto Name

Crypto Name is a way to provide any person or a brand in the world with name, which is unique, protected, human-perceptible and to easy-to-pronounce.



Based on the seamless connection of the CO:IN blockchain platform, cryptography and steganography, Crypto Name ensures the uniqueness and protection of the digital identity by replacing the usage of a cryptographic Public Key in the daily work onchain.

Crypto Name allows each individual to make payments, participate in voting, issue and distribute cryptographic coins with the widest range of application. Brands and names of individual businesses - Crypto Brand Name - are generated in a special way. 20,000,000 of brands that are registered and updated according to the Madrid Agreement (WIPO) are being reserved on blockchain platform in order to avoid cybersquatting. If the TM is not registered at WIPO, then everyone has the right to register it as a Crypto Brand Name. Key generation in other currencies (ETH / BTC)

From a technical point of view, crypto-name is an alias to the public key, which is also the address of the wallet. In the typical blockchains like Ethereum or Bitcoin this address would be considered as a difficult to remember and transfer to a person. The CO:IN blockchain will match this non-readable code with some nickname - Crypto Name, which is much more understandable to the common user. The usage of emojis (there are 1600 of them) also solves "the same name" problem of the Ins-

stagram social network (identification problem).

The public key, as well as Crypto Name, is stored in a smart contract under the control of AI (see the relevant section). Interaction of the CO:IN services is conducted through the Crypto Name. Each user has a private and a public key, which uniquely correspond to one Crypto Name.

The correspondence between the Crypto Name and the public key is stored on the CO:IN blockchain. However, in order for this information to be impossible to be extracted, the Crypto Name itself is not stored on the blockchain, but only its hash is. In this way we establish direct correspondence between the certain hash and a specific address, but based on the hash it is impossible to determine which Crypto Name corresponds to the public address. This way, steganography creates an additional layer of end user privacy protection.

Crypto Name is also stored in the memory of the person's mobile device. It makes it possible to automatically verify the ownership rights. Blockchain will allow you to confirm whether this claim is valid or not.

For more conservative users, the CO:IN platform also secures the user's right to create a public key, without creating the Crypto Name itself.



CO:IN (co-creative innovation network)

The open infrastructure platform CO:IN (CO-creative innovation network), - is based on the Proof-of-Love algorithm - the principle of seamless connection:

- cryptographic consensus by validator entrepreneurs
- value creation (and coin emission) by the end user
- entrepreneurial approach of creative destruction to launch new onchain projects without special knowledge and with using a decentralized network of crypto names
- steganographic protection of privacy in addition to cryptographic

Blocks

Thanks to the technological advantages described below, the speed of the CO:IN blockchain can be adjusted. At the moment, the blocks appear one block every 0.5 seconds. For comparison, in the Bitcoin blockchain, one block appears every 10 minutes.

Hashing

The arrangement of blocks is in a continuous chain due to the hashing of information from the previous block. Hashing is a one-way function that accepts a large amount of information at the input and returns a number that uniquely characterizes this information to the output - a hash. The CO:IN blockchain uses the SHA-256 function for hashing.

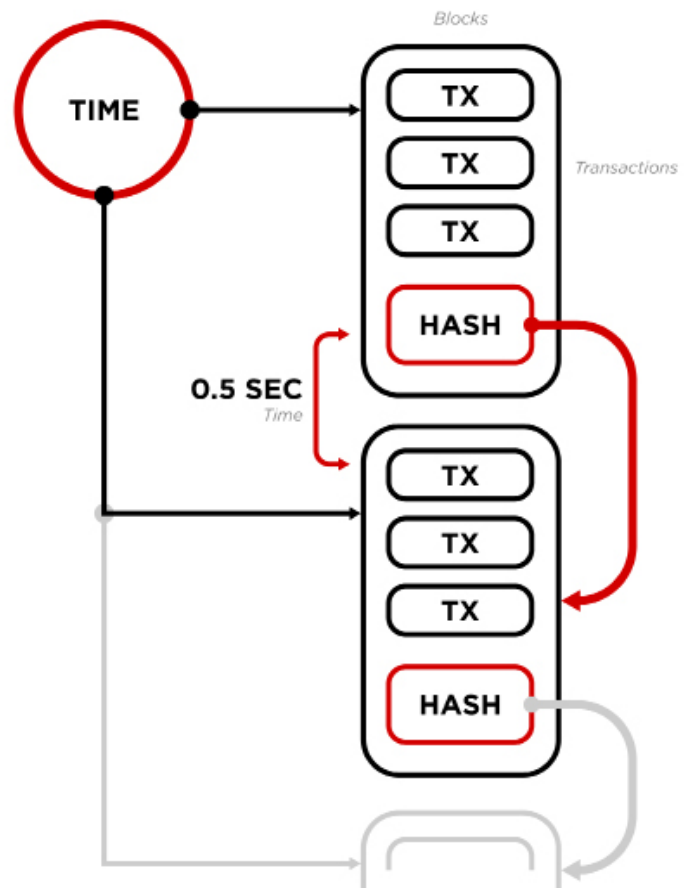
The CO:IN blockchain calculates the hash in each new block, then writes this hash to the next subsequent block affecting the calculation of all following blocks. Therefore, editing any information will completely change its hash compromising system integrity of the entire blockchain. This attempt would be noticeable by everyone making it impossible.

If the information of one node (its blockchain) does not coincide with the others, such a node does not affect the entire network, since the information contained in it is not identical to the others. Each node is interested in the fact that the information it contains was reliable.



(TRANSACTION/TIME SLOT/BLOCKS)

In many blockchains of the previous generation, the hash of the block must have a specific look, corresponding to the complexity of the network mining. This is necessary in order to guarantee fair decentralized emissions. Due to the use of the innovative hybrid algorithm Proof-of-Love (see the relevant section) in the CO:IN blockchain there is no such technological limitation and therefore our network always has a consistently high block creation speed and high bandwidth.



Transactions

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As well as in conventional databases, transactions in the CO:IN blockchain are a group of sequential operations with data. The services, coded by the developers of the CO:IN platform, define the rules and business logic for processing the transactions themselves.

CO:IN turns transactions into messages that contain the open key of the type, class, and signature without showing the author. This very approach makes it possible to separate business logic and information related to authorization within a message.

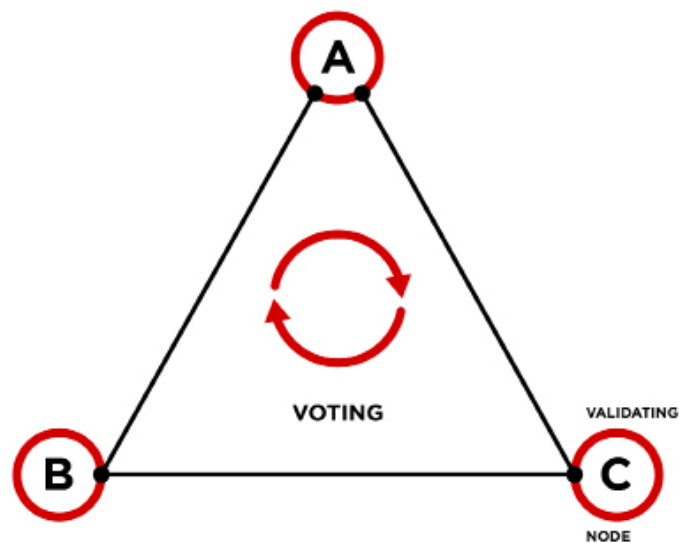
In case the transaction is correct, it can be secured - included in the block using the matching algorithm among the validator nodes. Validator nodes provide a consensus of the general order between all transactions. Sequentially, in the same order we place these transactions on the blockchain, they appear in key-value framework storage.

Nodes

A node on the CO:IN platform is where the blockchain is stored. A node is a software that runs on devices and maintains consistent contact with other nodes. This constant communication ensures the blockchain database is always up to date. All nodes store a copy of the blockchain. Nodes each have a specific role and are either Validating nodes or Auditing nodes.

The information on each node must be identical so when adding new data the nodes refer to a standard leader. The leader is constantly changing to ensure decentralization and equity of nodes. Nodes, automated without human intervention, determine the leader by voting. Two-thirds of the vote is enough for the leader to be recognized then it checks the correctness of transactions in the block. If there is no contradiction in the information, the leader places his digital signature under the verified block, after which all other nodes recheck it. If everything is correct, then they also add this block to their blockchain. This set of actions is called a round.

In each round, there is one leader node selected. This round occurs with a small number of participant nodes, so everything happens within microseconds. Trusted nodes that evaluate the correctness of information are called Validating Nodes. In addition to them, Auditing Nodes are possible, which also store a full copy of the blockchain, but do not participate in the voting.



(VOTING/VALIDATING NODE)

The source code for the node is available to create a sample of the Auditing Node.

The Up-to-date source is here:

<https://github.com/FashionCoin/fashionblockchain>

Since the CO:IN platform has the principle of decentralization at its base, the project is ready to allow independent users to run and own additional nodes guaranteeing the impartiality and independence of the entire blockchain having almost no effect on the overall performance and speed.

Download the source code from GitHub and build and run the node based on it:

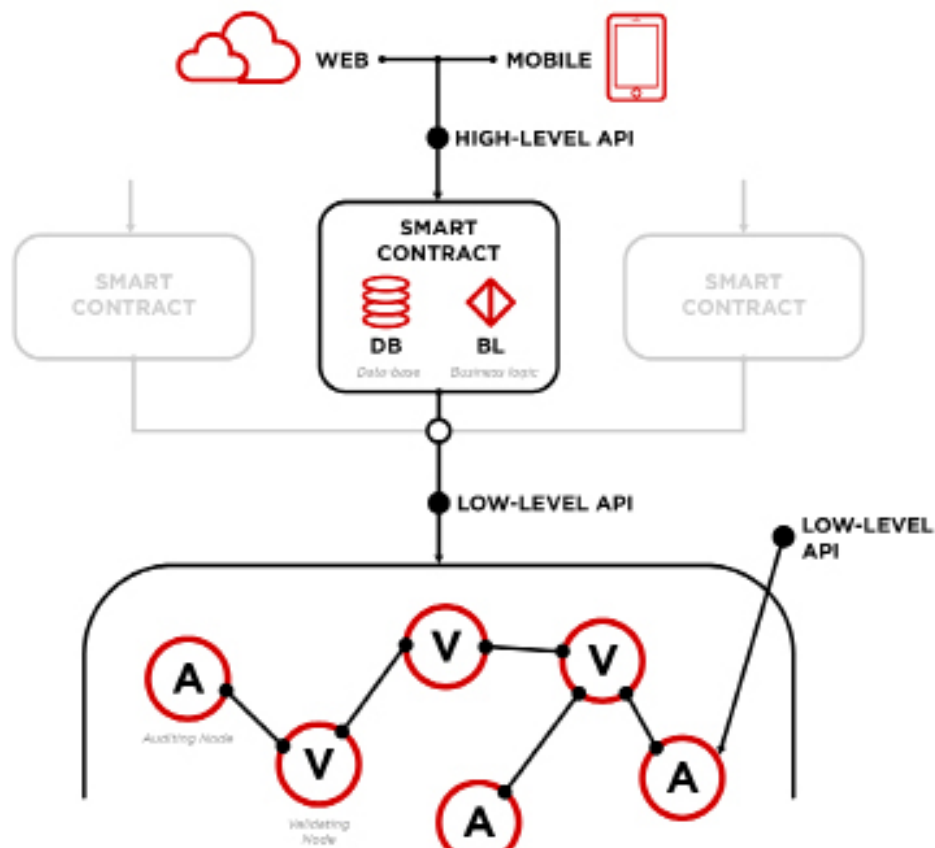
<https://github.com/FashionCoin/fashionblockchain>

A node may get the right to validate blocks when the existing validators vote for its addition. You must get at least 2/3 of the votes.



API

Each node of the CO:IN blockchain has an API. The API allows developers to create smart contracts.



Hybrid consensus algorithm and DApp Proof-of-Love

The main task of nodes in any blockchain network is to have an unambiguous opinion about the current state of the system. As an exception - a consensus on the state of the wallets and transactions, where the first comes from the second. The CO:IN blockchain network achieves this consensus by using two parallel mutually complementary algorithms that together constitute Proof-of-Love.

In contrast to the Proof-of-Work, there is no competition between nodes to receive a reward on the CO:IN platform. Participants receive funds as a fair reward for their efforts and not as a result of competition for limited resources. In PoL the more people participating in the system the higher the probability of receiving a reward since participants receive from each other. In this sense, the PoL blockchain is even more decentralized than any PoW. And this is not just an empty ambitious statement, but the result of a thought-out algorithm.

In Proof-of-Love, individuals evaluate content (photos, videos, etc.) Approval of content alone determines the amount of coins content providers receive. An entity we call AI maintains harmony in the system. The principles of AI are in the relevant section. It is AI that monitors balanced and fair emissions. All the coins are created immediately after the launch of the blockchain and are on the AI balance. They appear in the system economy as a result of user actions who are genuine coin issuers. AI only guarantees the fairness of this process. →

The blockchain network consists of nodes which contain the history of all transactions in sequential order. Node consensus ensures the integrity and reliability of the information within blocks. Trusted nodes that evaluate the correctness of information are called Validating Nodes. In addition to them, so-called Auditing Nodes are possible, which also store a full copy of the blockchain, but do not participate in the voting. Since the consensus of Validating Nodes in the hybrid Proof-of-Love algorithm does not struggle for an award (as in the Proof-of-Work), it occurs thousands of times faster than in the blockchains of the previous generation. The speed is limited only by hardware resources, such as processor power, disk speed, Internet bandwidth, etc.

The Bitcoin blockchain requires 10 minutes to create one block to ensure fair competition for resources. Proof-of-Love creates blocks at a speed of two blocks per second.

Double protection: Bitcoin Anchoring

The platform is protected from fraud by the fact that the state hash regularly writes (anchoring) to the most reliable database as of today - the Bitcoin blockchain. The unique algorithm of consensus, resistant to the Byzantine behavior of the nodes, ensures that at any time there is only one consistent version of the blockchain. The hash of the last block is an anchor, and this last block is called an anchored block. This framework writes to read-only storage accessible to everyone.

The binding chain is a service over the Bitcoin chain, which means, it consists of many Bitcoin binding transactions. At the same time, this transaction has at least one input and only two outputs: data output and change output. The saved pegged hash is in the data output, and with the change output, the remaining money is sent back to the Bitcoin binding address to provide an opportunity for spending on the next binding transaction.

The hash sum of the blockchain state writes to the Bitcoin blockchain with a certain periodicity, which makes the CO:IN blockchain safe from misuse because even if all the validators make a secret deal, they will not be able to change transaction history imperceptibly. Comparison of the hash sum received from the Exonum node with the hash sum recorded to the Bitcoin blockchain is sufficient for block authentication.

Generating the user's private key from Mnemonic Pic

Key pair generation from a mnemonic phrase is standard in the crypto industry. This practice follows BIP39 accordance. This standard requires a person to memorize or write down a 12-15 word phrase. This standard works for geeks or stock traders, but it is unacceptable for many users. Therefore, instead of memorizing a combination of words, the CO:IN platform provides users with an alternative and easy way to generate a private key from an image. This image can be copied

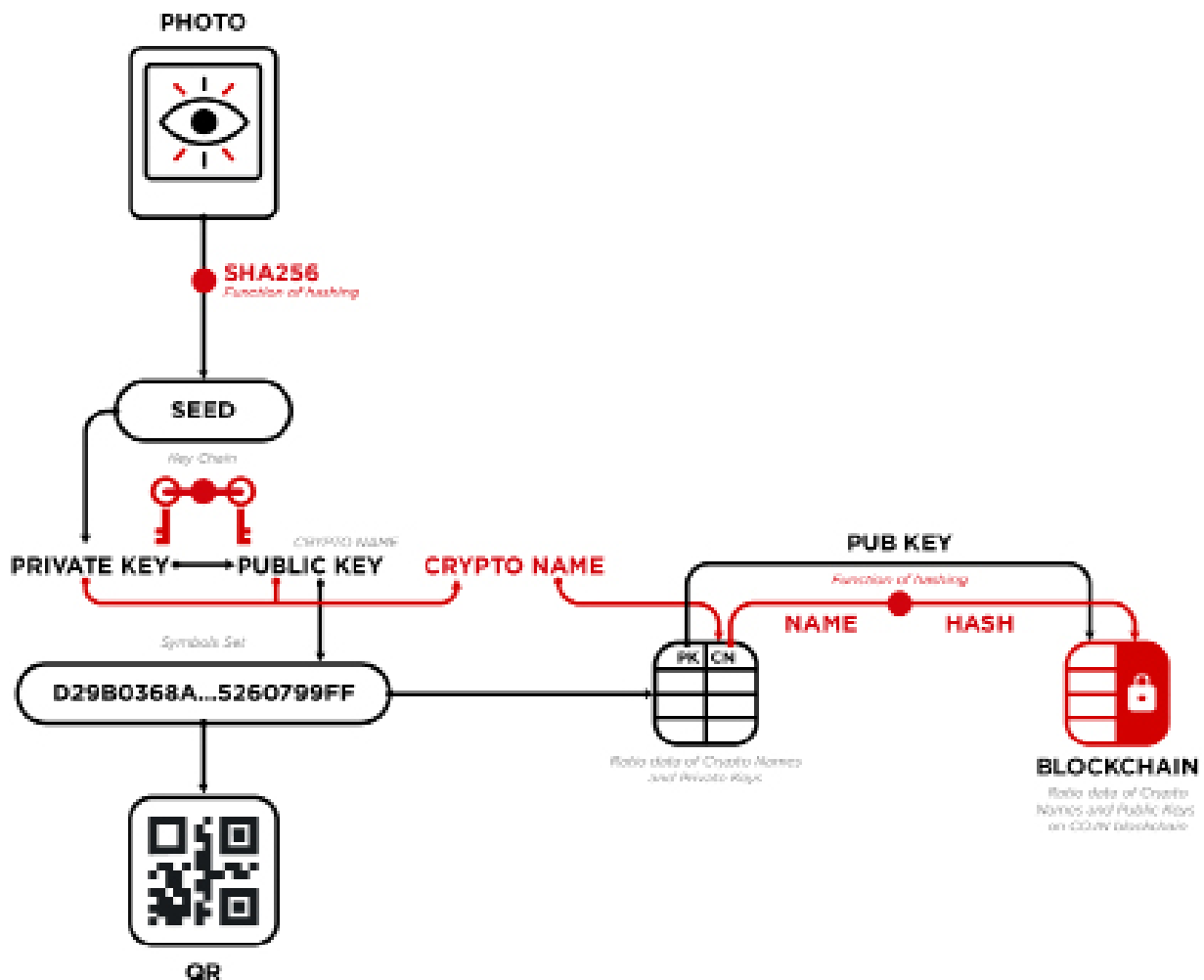


and saved but must not be changed and remain the same set of bytes after creating the key. If the integrity of the file is not compromised, then the same key pair will always be generated from the image.

(Hashing algorithm/Key pair/Private/Public/Set of symbols/ QR code/Table of correspondence of the crypto-name hashes with the public keys/Hashing algorithm/ corresponding table of the crypto-name hashes with the public keys, which the blockchain stores)

In case the user remembers his Crypto Name and has an image for generating their private key, thanks to the CO:IN blockchain, they can prove that they own the Crypto Name and funds in the corresponding wallet. The image contains private and public keys, and the Crypto Name confirms the hash is on the blockchain. Thus, these two components can verify the owner.

The loss of the original image, which was used to generate a private key, means the loss of access to the wallet and the Crypto Name.



CO:IN AI

The task of distributing the funds between the network participants in proportion to their accumulated social capital belongs to the AI artificial intelligence. It consists of two parts/hemispheres (R4F4C and L4556) with both parts having its own private and public key pair. Thus, AI uses four keys to perform its tasks. The image (see the corresponding section) of the project’s ideological inspirer, Anna K, has been chosen for generating the keys.

With the accumulation of data on user actions (events in the blockchain), AI's ability to predict user behavior will increase, which in turn will affect the way the emission occurs.

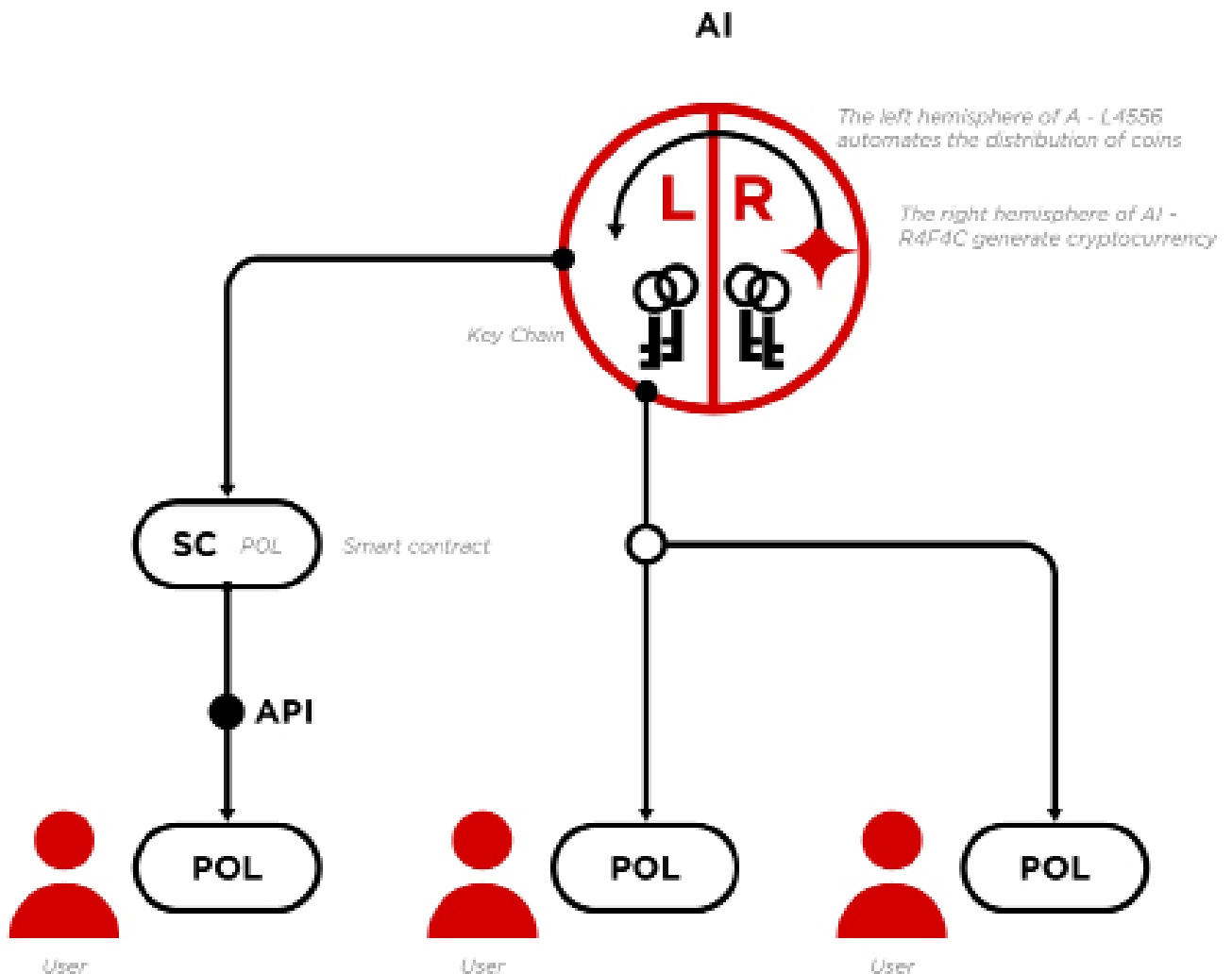
The right hemisphere of AI - R4F4C

The right side of AI-R4F4C generates cryptocurrency. This part is responsible for a one-time emission of 1 trillion and one coins.

The left hemisphere of A - L4556

The left side of AI-L4556 automates the distribution of coins. This part regulates the issuance of Fashion Coin (FSHN) cryptocurrency depending on the activity of users on the platform, which means, it is responsible for operational activities: execution of smart contracts, charging of coins, etc., guided by the Proof-of-Love algorithm. It also certifies each crypto-name (see the CryptoName section) on the CO:IN blockchain with its signature.

(Batch transfer of the cryptocurrency by the left part/The right part generates cryptocurrency/Public and private key pairs/Smart contract/User)



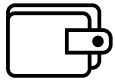
CO:IN smart contracts

Any program that has a direct connection to the blockchain, and provides an open API for other applications is a smart contract. The source code or bytecode of smart contracts are not in the blockchain, but they use the blockchain as their database. Smart contracts implement the necessary business logic and higher levels of abstraction over the blockchain. →



CO:IN smart contracts can be corrected and improved upon posting which makes them much more convenient compared to DApp and the data recorded to the blockchain cannot be changed.

Smart contracts provide the opportunity to receive financial resources in exchange for prizes, dividends, etc.



DApp Fashion Wallet

Easy and convenient wallet for mass adoption which makes it easy to exchange cryptocurrency for other digital currencies as well as fiat. FSHN can be used to send and receive tokens as well as for purchases. Key generation in other currencies (ETH / BTC) is also available via Fashion Wallet.



DApp Proof-of-Love

An application that allows everyone to earn FSHN for their unique content by converting creativity into creative capital. It enables brands to sell products to their customers without intermediaries, reward micro-influencers and macro-influencers, and avoid overproduction due to P2P communication directly with the buyer. It also contains a truncated version of the wallet that works exclusively with Fashion Coin.

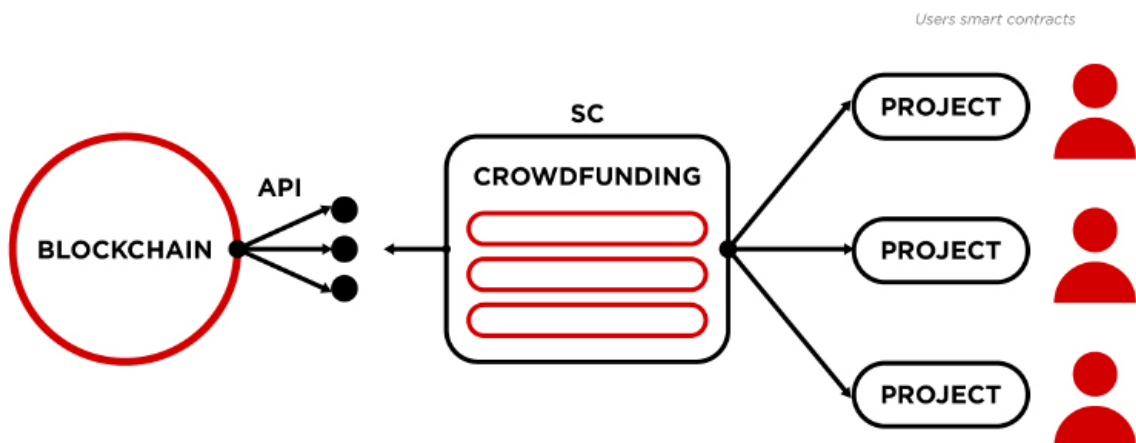


DApp Crowdfunding Platform

Generates smart contracts to raise funds to start a business or project. For example, fashion designers could crowdfund each collection they introduce.

The crowdfunding platform provides the opportunity to receive micro-funding from a variety of users for the implementation of projects in exchange for rewarding them in the future. Each of which describes the logic of crowdfunding. In this case, the constructor displays the available options.

When entering the site, the user fills in the fields of the questionnaire (if they expect remuneration, whether they receive pay from dividends or in the form of products, etc.). The code automatically generates when verifying this data interacting with the blockchain allowing people to buy something (tokens). This process will also confirm the right of a person to receive the rewards (in some form).



Government

There can be a total of 1001 validating nodes.

Validating nodes: commercial and non-commercial

CO:IN Foundation has the right to:

- make decisions about launching and supporting new projects on the CO:IN platform
- determine the development strategy for CO:IN products
- Awards Fashion Coin Awards
- forms the voting agenda for validators
- recommends applicants for a non-profit node
- recommends a new auction for the sale of commercial nodes

Only non-profit sites are eligible to be members of the CO: IN Foundation. CO: IN Foundation members are not required to have a Validating node.

Initial Fashion Coin Offering

- The total technical volume of Fashion Coin cryptocurrency is limited to 1 000 000 000 001 FSHN without the possibility of additional emission.
- The nominal value of one FSHN at the time of emission - \$0.001.
- Initial offer of coins - 10% through Initial Exchange Offering (IEO), organized on the Latoken platform (<https://latoken.com>).

Allocation of issued FSHN

PoL	70%
Sales (Pre-Sale/Private Sale)	10%
Sales through IEO	10%
Team/Airdrop/Board of Directors/Consultants/ Seed investment (CO:IN Foundation)	10%



Initial Exchange Offering (IEO)

Duration - 50 days, which consists of 5 drops, sold for 10 days each. This applies the discounting scale (see below).

Start: 2nd of May, 2019

The starting price of FSHN sales is defined as the nominal value of FSHN.

100 000 000 000 FSHN are available for sale:

Drop	Discount	Amount of FSHN available for sale in \$	Amount of FSHN per drop
I	50%	5 000 000	10 000 000 000
II	40%	12 000 000	
III	30%	14 000 000	
IV	20%	16 000 000	
V	0%	30 000 000	

Distribution of funds

IT development, equipment, increase of the bandwidth, storage of content	40%
Marketing and promotion	20%
KYC (user identification) and regulatory requirements	10%
Seed investment (COIN Fondation)	10%
Remuneration for team and consultants	10%
Operating expenses	10%

The key sources of project profits are:

- Seller's commission (Brand account in the Proof-of-Love app) when selling products / services in our products
- commission from the seller of the user of our API or gateway for the sale of goods / services
- commission on the crowdfunding platform
- commission for withdrawal of FSHN in fiat
- advertising services in Proof-of-Love app



Roadmap



- Q3-Q4 2017** ● Presentation of the Proof-of-Love algorithm and the Anna K collection dedicated to the algorithm in Paris
Market Research, Fashion Coin Strategy Development
- Q1 2018** ● Blockchain Fashion Week
Blockchain Fashion Conference
start of technical development of the concept of CO:IN, Proof-of-love, Fashion Coin
- Q2-Q3 2018** ● creating philosophy and building marketing
CO:IN blockchain development
- Q4 2018** ● CO:IN blockchain testing
- Q1 2019** ● **8/03/19** launch of CO:IN blockchain
13/03/10 emission of FSHN
- Q2 2019** ● IEO at LATOKEN started
Launch of Fashion Wallet DApp
Launch of Proof-of-Love DApp
20, 000 payment terminals provide FSHN
You can pay with FSHN for services and goods in 20 countries
OTC exchange fiat-FSHN / FSHN-fiat is available
- Q3 2019** ● Generation Private Keys of BTC / ETH in Fashion Wallet DApp v.2
Video content in Proof-of-Love DApp v.2
more than 300 brands being sold for FSHN
500,000 users
10 cryptocurrency exchanges
- Q4 2019** ● launch of the crowdfunding platform
1 000 0000 users



Strategy of development

The use of FSHN cryptocurrency

- It is possible to replenish the FSHN balance with fiat funds (from a bank card or cash) after the end of IEO: replenishment will be available through the web resource, in the Fashion Wallet application (on the second iteration of the product) and in more than 20,000 payment kiosks.
- The use of FSHN as the means of payment will be available in the second quarter of 2019 in 10 countries of the world.

Seeding programs

- The spread of FSHN among the masses will happen also through participation in other projects.
- Seeding investing (CO:IN Foundation) involves the participation of Fashion Coin in start-up projects in which FSHN will be used as a means of payment.
- Fashion Coin provides technical support for start-ups, offering its expertise and infrastructure to such start-ups.
- Each such project will receive a Node-Validator, and as a result, a start-up project has the opportunity to issue its own cryptocurrency, the stable coin of which is the FSHN.

Marketing and promotion

Vendors

Fashion Coin is a convenient and simple means of payment not only for the fashion market, but also for any other areas of sale of goods and services where there is an added value.

Educational program

To ensure the massive use of FSHN as a means of payment, Fashion Coin conducts various training programs, online courses and lectures.

Blockchain Fashion Weeks

Blockchain Fashion Week is an event that brings together designers, influencers, customers and people interested in the latest fashion trends and presents them with new opportunities in the industry through the use of FSHN.

Each guest of Blockchain Fashion Week is provided with (amount) FSHN as a sign of participation in the reform and decentralization of the Fashion industry.

A large-scale campaign will be conducted in more than 150 cities around the world, which will enable the competent positioning of Fashion Coin solutions and opportunities in the society. Moreover, the designers who created the collections / fashion items at DApp Unicorn have the opportunity to present their achievements at the Blockchain Fashion Week shows, thereby realizing their creative potential, entering the world fashion scene.



CO:IN Foundation

CO:IN Foundation is a group of the CO:IN platform validators, which functions are:

- to implement the global promotion of the Fashion Coin project;
- to form the strategy of the project, to provide opportunities, as well as ideas for the development of the project and to be responsible for their implementation;
- to identify projects for further support by Fashion Coin and to provide their financing through the management of the Fashion Coin Fund.

The members of CO:IN Foundation can be:

- large brands
- large retailers (like Farfetch, Luisa via Roma etc)
- financial institutions that support blockchain (banks, payment gateways, etc.); we are currently in the process of negotiations with the London office of Mastercard
- partner developers
- investors, who bought a certain amount of FSHN
- research organizations

The meeting of participants takes place every six months.



Fashion Coin

considering people / caring programs

The ecosystem will focus on the following principles:

- Incubation Fund for Young Designers
- Protection of producer's rights
- Preventing the exploitation of child labor
- Equal opportunities for women
- Elimination of discrimination
- Preventing global pollution and carbon emissions

Incubation Fund for Young Designers and all creative initiatives

We will create a special fund to support young designers, where they will be able to receive funding for creating their first collections. In addition, we will provide the opportunity to provide a young designer with a mentor, who will help in creating and promoting the product.

Protection of producer's rights

The Fashion Coin project aims to radically change the fashion market to the predominance of licensed clothing of small batches by independent designers. Blockchain will allow you to control the distribution of each item, avoiding fakes, providing a unique opportunity to capture the entire process of creating a collection by the designer and give them copyright protection.

Preventing the exploitation of child labor

All manufacturing companies that want to join the Fashion Coin ecosystem will be checked for the absence of child labor and the absence of counterparties using child labor.

Equal opportunities for women

The FC ecosystem will create opportunities for self-realization and development for any woman in roles such as designer, blogger, investor, columnist, analyst, or mentor.

Elimination of discrimination

FC will allow designers and manufacturers from developing countries to compete on the same level with designers and manufacturers from more developed countries. The FC price and the "Like" reward in the PoL will be unified and will not depend on the country of origin, race, gender, religion or any other discriminatory factor.



Preventing global pollution and carbon emissions

We fight for the environment and oppose global pollution. Therefore, the most environmentally friendly FC-Delegated Proof-of-Stake algorithm has been chosen, which requires a minimum amount of power to support the system. Increasing the mining capacity in no way will increase the remuneration for it, so you can avoid a race for power and a significant portion of waste from non-renewable sources.

Team

Anna K

Co-creator, Co-founder

- Leader of Gen Z
- Member Forbes 30 Under 30 List, 2017
- owner of Anna K fashion brand (started in 16 years)

Kazbek Bektursunov

Chief Executive Officer

- President of LMG Group (France)
- 20 years in Fashion business
- Founder of Blockchain Fashion Week

Arsen Huzhva

Chief Technical Officer

- 10 years in blockchain experience

Nora Gherbi

Chief Caring Officer

- founder of WHO CAREs!?

Tanya Yasinskaya

Chief Operating Officer

Artem Pylypenko

Creative Solutions Director

Oleg Davydov

Product Development Director

Lionel Dejean

*Models and Fashion
Community Director*

Yelyzaveta Latysheva

R&D and UI/UX practice



Legal: KYC policy

- As part of the FSHN public sale on the Latoken platform, every investor undergoes a KYC procedure according to the rules of the platform. According to the Latoken policy, the sale of FSHN on IEO does not apply to the countries of the FATF list and the United States of America.
- Through the DApp Proof-of-Love, FSHN will be available to everyone if they pass through KYC, as indicated above.

Technical notes:

Digital signature

The CO:IN platform uses the Ed25519 to generate a digital signature. Edwards-curve Digital Signature Algorithm (EdDSA) is a digital signature scheme using a version of Shor's scheme based on the Edwards elliptic curve. As a security feature, the Ed25519 does not use branch operations and array indexing steps that depend on secret data to prevent third-party channel attacks.

Ed25519 — EdDSA signature scheme using SHA-512 and Curve25519 where:

$$q = 2^{255} - 19$$

E/\mathbb{F}_q — Edwards elliptic curve

$$-x^2 + y^2 = 1 - \frac{121665}{121666}x^2y^2 \quad l = 2^{255} + 27742317777372353535851937790883648493 \text{ \& } c=3$$

B is a unique point $E(\mathbb{F}_q)$ which y-coordinate is 4/5, and x-coordinate is positive (in terms of bit-coding)

H — SHA-512, c b=256 the curve $E(\mathbb{F}_q)$ is birationally equivalent to the Montgomery curve, known as Curve25519. Equivalence

$$x = \frac{u}{v} \sqrt{-486664}, \quad y = \frac{u-1}{u+1} \quad \text{As well as other discrete logarithmic signature schemes, EdDSA uses a secret value called a one-time number, unique for each signature.}$$

Rust - the language of the CO:IN blockchain

The CO:IN blockchain is written in the Rust programming language. It is a universal, modern, safe and fast language for system programming. Being in the same niche as C and C ++, it does not have their main disadvantages. It is impossible to create a pointer that refers to a non-existent object in a program written in Rust. This is a limitation at the syntax level. Therefore, the Null Pointer error is absolutely impossible. A side effect of this is the absence of memory leak problems and the absence of necessity in Garbage Collector. The problems listed above are the cause of 70% of errors in programs written in other languages. In Rust, such mistakes are simply impossible to make.



Due to the effective work with pointers and orientation on the functional paradigm, Rust is ideally suited for writing multi-threaded systems. Since the Rust program is compiled directly into machine code, it runs at a faster rate than virtual bytecode. In addition, Rust has a built-in powerful static code analyzer - it helps in creating highly reliable computer systems. Thus, this language protects against numerous programming errors starting from the architectural level.

We used the [Exonum](#) framework.

