

Press release:

## **LUKSO presents “Blueprint for the New Creative Economies”**

LUKSO, the blockchain for the fashion, lifestyle and luxury domain is proud to present the “Blueprint for the New Creative Economies”. The 100-plus pages paper lays down the purpose of LUKSO: While deeply exploring its manifold use cases within the vivid superordinate ecosystem of which LUKSO is part of, it explains the general principles of the project, evaluates challenges and opportunities, discusses its impact on the lifestyle dimension and last but not least delivers the technical description of the LUKSO project.

“The LUKSO network is purposefully built for the nature of the modern lifestyle industry. It enables the lifestyle, fashion, media, and design spaces to drive innovation around the core themes of future creative work. This includes the ways in which creators coordinate their communities and projects, engage with consumers and collaborators, automate their interactions, and trust their transactions. It redefines how assets can be managed, collections showcased, and brands experienced. It is the technological playground for creative professionals to shape emerging trends and unleash their creative force.”

(Excerpt from “Blueprint for the New Creative Economies”)

*“We strongly believe that the “Blueprint for the New Creative Economies” will help our peers and stakeholders to understand the full potential of LUKSO even better and that it will enthuse many more partners to collaborate and support us on our way to create the ultimate blockchain ecosystem for the fashion, lifestyle and luxury industry”.* Marjorie Hernandez, CEO LUKSO.

You can download the “Blueprint for the New Creative Economies” [here](#).

---

## **ABOUT THE FOUNDERS OF LUKSO**

Marjorie Hernandez, trained architect and brand expert, has already developed many ideas and concepts for established artists, creative agencies and global players. She is accompanied by Fabian Vogelsteller, Ethereum developer and developer of numerous successful blockchain projects, including the Mist Browser, the Ethereum Wallet and the ERC-20 Token Standard, the world’s most influential Blockchain standard. Other co-founders are Silke Bolms, PR strategist and co-founder of Silk Relations agency with 15 years of experience with long-standing relationships in the fashion industry and Sarah-Jane Godman-Boritzki, an independent business consultant for international fashion houses with a focus on brand incubation, marketing and sales.

## **ABOUT LUKSO**

LUKSO empowers creators of culture, by building the first decentralized ecosystem for new creative economies that enables creators and users to fund, protect, share and trade physical and digital assets. A Digital Ecosystem in which everyone in the creative space can interact, collaborate and transact value freely. LUKSO is a public, programmable, domain- specific Blockchain, which is based on the most advanced smart contract protocol, the Ethereum Virtual Machine (EVM).

[www.lukso.network](http://www.lukso.network)

**AMONGST THE LUKSO ADVISORS ARE:** Dr. Berndt Hauptkorn (President Europe at CHANEL, formerly CEO UNIQLO Europe and Principal of the BOSTON CONSULTING GROUP), Péter Szilágyi (Core Developer Ethereum),

Caroline Drucker (Head of Strategic Partnerships EMEA, Instagram), David Fischer (Founder and CEO, Highsnobiety), Rajeev Aikkara (VP Digital Technology, Burberry), Daniel Heaf (VP/GM Global Direct Digital Commerce, Nike), Tom Florio (Founder and CEO, ENTTEch Media Group) and René Célestin (Founder and CEO, OBO).

---

[www.lukso.network](http://www.lukso.network) [https://twitter.com/lukso\\_io](https://twitter.com/lukso_io) <https://www.instagram.com/lukso>

**Press Contact** Christian Meister | [christian@lukso.io](mailto:christian@lukso.io) | +49 162 9846417

**CEO** Marjorie Hernandez | [marjorie@lukso.io](mailto:marjorie@lukso.io) | +49 177 5446080