Question-Answer with Emma-Jane MacKinnon-Lee

And why start the protocol in 2020? Were you responding to some market signal?

Not exactly a moment of revelation. The timing just felt right. Personally, I'd been in crypto full-time for a while, learning fast, stacking skills, jumping between advising governments on blockchain integration to full-on degening with early DeFi and meme coin experiments. I had already dropped out of Space Engineering school. I always knew I wanted to start something of my own, and I kept exposing myself to different angles of the space—from the very top down to the absolute chaos.

Maybe the deeper implications have been harder for people to believe or process. But honestly, it doesn't take boldness, genius, or rocket science to see the obvious: fashion sits at the intersection of everything web3 touches—identity, scarcity, culture, infrastructure. It was always going to be the bridge between digi-fizzy realms.

I've always been obsessed with how radically different types of systems make things—how fashion and computation actually have a long and deeply entangled history that most tech bros and fashion execs completely ignore. For whatever reason, I've got a knack for catching the obvious before it becomes mainstream. And once it was clear that NFTs, crypto, the metaverse and beyond were going to converge around digital wearables, the next play was obvious: DIGITALAX.

From launching the first digital fashion NFT marketplace to pioneering Fractional Garment Ownership, enabling in-game esports outfit utilities, recharging mechanics, and building out sustainable systems for designers, developers, and players. From engineering the first truly interoperable 3D fashion file format to building the protocol tools that indie developers actually need to participate in web3 without becoming some third-party vendor. We've always been on that edge.

There was never another path for me. Once you zoom out and look at how these industries are colliding, you realise one of the biggest barriers holding back blockchain-enhanced digital fashion and traditional fashion alike is actually super simple: ELI5 onboarding.

You can't transition a market until you build accessible, native flows into it.

You can't unlock the real value of mod culture unless people can actually participate. And you can't fuse the digital and physical until that infrastructure becomes

usable—by default, not exception. When you put it like that, it's easy to see why I did it.