

Question-Answer with Emma-Jane MacKinnon-Lee

What chains are you operating on? Why the move away from Polygon?

We launched back in 2020 straight on Ethereum mainnet. But as early-stage builders, that quickly became cost-prohibitive. Gas fees were brutal—for smart contract deployments, auctions, collection drops... everything. So by early 2021, we became one of the first projects to migrate to Polygon L2. It made sense at the time. It dramatically lowered costs and aligned with our sustainability values, which are critical when you're building in fashion.

But over time, the vibe changed. The Polygon core team started getting real cozy with centralized interests—VC priorities, Dubai-style opulence, image-first decision-making. The alignment just broke down. So we phased out.

We still see Ethereum as the core, but L2s are clearly where the real innovation and sustainability are happening. Recently, we completed a full refactor of all our products to Lens Mainnet on ZK Sync.

Social and media content are massive in fashion. You can't unbundle the industry without also unbundling the content stack. And while Lens might not be the loudest name out there, it's the most decentralized and composable social protocol right now. Fashion needs content, but not more dependency on corporate content platforms. Lens enables cross-surface, multi-screen, multi-agent generation across a decentralized network—EVM-compatible, open, and currently aligned.

Sure, there's Arbitrum or Optimism, but they're still deeply VC-backed. It's time for new chains, new L2s—ones that are architected around actual user agency and programmable media flows, not just false throughput metrics and Twitter hype.