Question-Answer with Emma-Jane MacKinnon-Lee

Why web3 fashion? What does that even mean?

What a token does, in combination with decentralized software, is facilitate a ledger -- a programmatic record that can be chained together through a series of events to produce some outcome.

Tokens have as many uses as there are kinds of behavior they enable.

$MONA is used as an ecosystem token, reducing friction in the marketplaces we've built for virtual goods (NFTs, etc) with the enhanced capacity of easing the production and fulfillment of IRL goods (streetwear, etc) which we have released from day one.

We don't waste time negotiating with centralized exchanges—whether under or over the table. That's not the game we're playing. $MONA trades freely on any supported DEX across Ethereum, Polygon, and Lens Mainnet. The protocol doesn't rely on speculative listings or artificial supply dynamics to make the token appear useful.
You can use MONA in every application and project we release for digital and IRL encrypted fulfillment, collection and trade of on-chain web3 fashion goods.