

# UNCOMMON 3.0 THE GLOBAL FASHION META-MARKET

## PROLOGUE

UNCOIIIIIIION 3.0

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# AN UNCOMMON BRAND

The fashion and apparel industry is the 11th largest market in the world by total revenue.<sup>1</sup> Between 2020-21, the global apparel and footwear industry grew by 18.1 percent, to reach \$1.71 trillion dollars in total revenue. The fashion industry is further expected to expand in the coming years, despite adverse macroeconomic conditions, due to the fact that the fashion is integrated into the entertainment and movie industries, as well as ecommerce, which are two of the most profitable economic sectors. The crypto currency market by contrast, was valued at \$2 trillion at its peak in 2021 by market capitalization, and generated approximately \$100 billion in revenue during that year. The merging of the fashion industry and the crypto space is an inevitability, despite several technical and logistical challenges that remain obstacles for the full integration of these markets. Nevertheless, the growth potential from the integration of fashion and blockchain is immense, and the first firms that crack this code are likely to become among the most profitable in the world.

UNCOMMON World, the newest fashion and apparel retail brand, has the potential to become the first global firm to unlock the growth potential from the integration of blockchain technology and the fashion industry. The core of UNCOMMON's creative advantage is DBO Studio, which is a multidisciplinary design studio with a global clientele. DBO Studio provides the technical foundations of UNCOMMON global brand expansion, by working with well-established and newly formed firms to develop and monetize their digital brands. Employing the creative vision of DBO Studio, UNCOMMON has established new standard for the fashion industry, by combining a global network of traditional retail stores with a Metaverse ecommerce model, as well as a global payments and distribution network that provides an unparalleled selection of services for consumers and an unmatched value proposition for investors.

UNCOMMON represents global inclusion. By leveraging DBO Studio and decentralized blockchain technology, UNCOMMON's business model minimizes operating costs, which allows us to offer the highest quality name-brands to the largest number of consumers. UNCOMMON represents access to high quality fashion and apparel for everyone around the globe, through an immersive Metaverse shopping experience whose appeal will cut across age groups, gender preferences and regionally specific buying patterns.

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1. <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion-technology-report-2022>

UNCOMMON leverages blockchain technology in two ways. First, UNCOMMON is one of the first fashion-oriented Metaverse platforms, which is a virtual market place where consumers and retailers can meet and transact. Second, UNCOMMON provides a set of on-chain Web 3.0 services, including global payments, marketing and distribution networks that connect Metaverse consumers and retailers across the world. Employing decentralized blockchain technology adds value for both consumers and retailers. For consumers, the combination of globally located brick-and-mortar stores and Metaverse-augmented purchasing drives down the cost of merchandise, so that consumers the world over can afford high quality brands at a lower price than can be offered by standard retailers. For retailers, Metaverse also provides expansion opportunities, because real estate in our virtual reality space will be sold and rented by virtual businesses, as well as real-world stores who seek to enter the Web 3 commercial environment. UNCOMMON thereby solves one of the most difficult problems confronting the fashion and apparel industry; which is how to fully incorporate Web 3.0 technical innovations into the fashion industry.



# II. AN UNCOMMON BUSINESS MODEL

Until now, no one has devised a method of fully integrating the Metaverse and real-world retail networks and value chains. A full integration of real-world retailers and Metaverse virtual reality would require the solution of a number of technical and logistical problems that have thus far eluded the business world. UNCOMMON has developed a business model that resolves the conflict between the direct sensory experience of shopping at physical stores and the creative flexibility of 3-D virtual shopping, to create a new business model that will revolutionize the fashion industry.

## A. MARKET SURVEY

The global fashion industry is one of the most lucrative in the world, and is currently the 11th largest economic sector of the global economy. In order to understand the value drivers in the fashion industry, we must first survey the market and take note of its dominant patterns. First, and despite the current Macroeconomic contraction, the fashion industry is expected to grow significantly over the next several years. As Table 1 illustrates, between 2020-21, fashion industry generated \$1.7 trillion in revenue, representing a 18.1% annual growth rate, although less dramatic growth rates are expected in subsequent years.

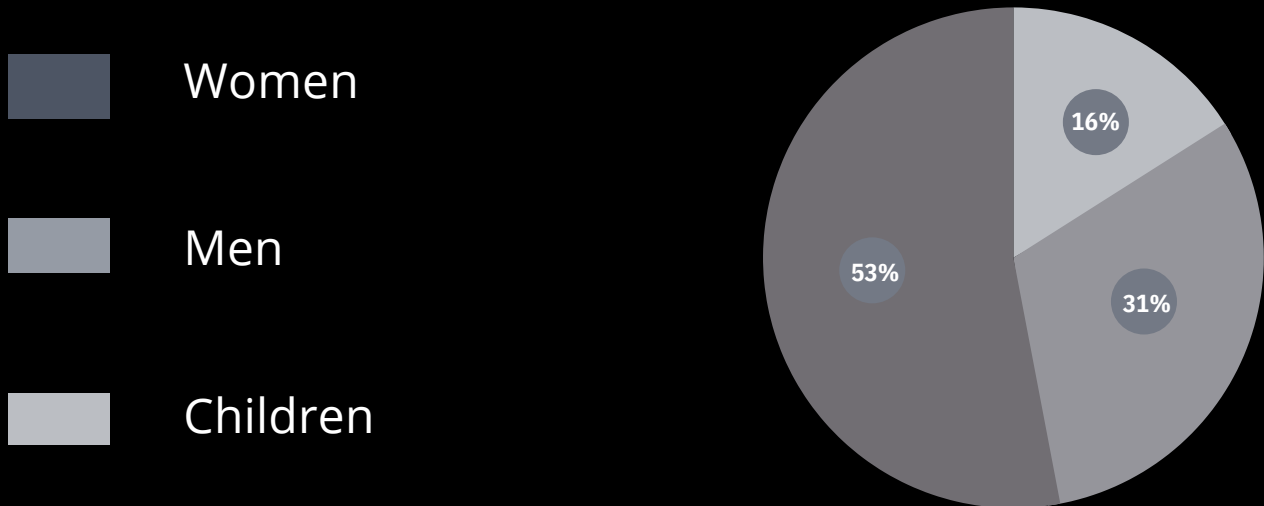
**Table 1: Global Fashion and Apparel Industry**

	2020-21	2021-22	2022-23
Growth (revenue)	18.1%	7.5%	6.1%
Total Value	\$1.7 trillion	\$1.84 trillion	\$1.96 trillion

2. <https://fashionunited.com/global-fashion-industry-statistics> Other estimates go as high as \$2.4 trillion in annual revenue for 2020-21.

Second, demand in the fashion industry is highly concentrated geographically as well as by gender. As Figure 1 depicts, women constitute 53 percent of fashion sales, while children's apparel equals 16 percent of global demand. In most countries, the selection of children's clothes is strongly influenced by women's preferences, which implies that 69 percent of the fashion industry is either determined or highly influenced by women's choices.

**Figure 1: Global Fashion Sales**



Furthermore, global demand for fashion and apparel is concentrated geographically. As Table 2 depicts, 5 countries constitute the majority of global demand, representing \$1 trillion in sales. Together, Figure 1 and Table 2 suggest that successful fashion retail brands must cater to women's preferences and particularly women in China, the US, the UK, Germany and Japan.

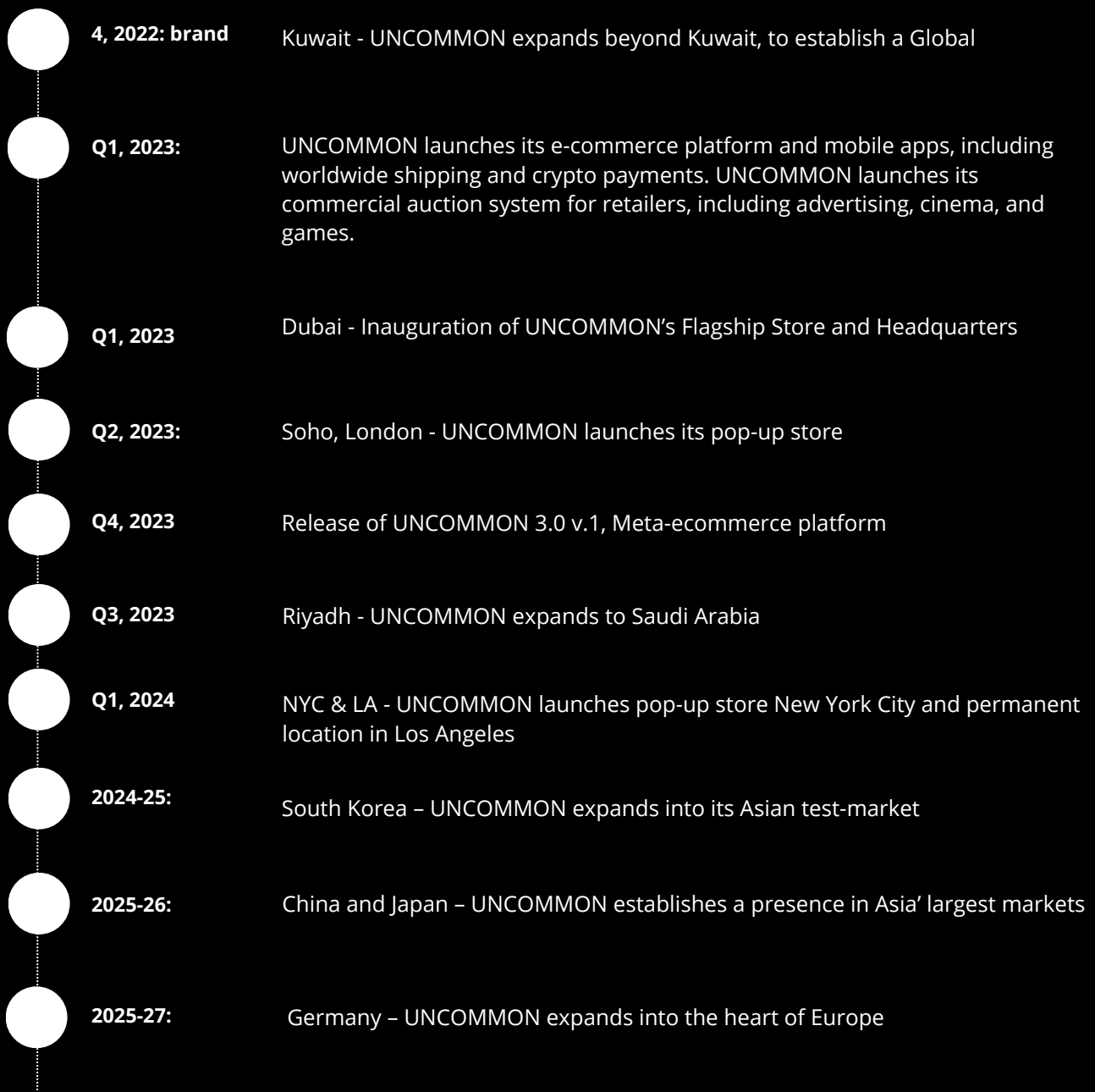
**Table 2: Largest markets for fashion and apparel<sup>3</sup>**

China	\$427 billion
USA	\$364 billion
UK	\$70.7 billion
Germany	\$69.9 billion
Japan	\$65.8 billion

3. <https://fashionunited.com/global-fashion-industry-statistics>

From our brief market survey, we can conclude that in order to achieve global brand recognition, UNCOMMON must penetrate the top 5 markets and capture the interest of female consumers within these markets. In fact, our strategy intends to do just that.

Table 3: UNCOMMON World's Global Expansion Schedule



Our current plans include expansion to the Saudi market, which generates the highest fashion revenues in the MENA (Middle East and North Africa) region. We will then expand to both the UK and the US, after which UNCOMMON will expand to other parts of Europe and Asia, first in South Korea, and ultimately to Japan and China.

## B. THE PROBLEM 1

The global fashion industry is undergoing a technological revolution, and UNCOMMON is a leader in this regard. The online fashion market has now reached \$765 billion and e-commerce constitutes 45 percent of fashion sales.<sup>4</sup> However, until now, no firm has successfully integrated the physical world or retail with the emerging virtual technologies, or what is often referred to as the “third space” of the market. The third space is a merging of the real world and virtual worlds in which consumers and retailers can create a fully immersive experience, offering a quality and selection of service never before available in any market.<sup>5</sup> While several firms have made progress in integrating new visualization technologies into their online platforms, no firm offers a full spectrum 3-D immersion of the consumer and retailer into the third space. Given the enormous growth exhibited by firms that have made initial progress toward the virtual space, the first firm to create a fully interactive and immersive virtual consumer experience could become one of the leading fashion and apparel retailers in the world.

Underlying the fully immersive and interactive “third space” derived by combining physical and virtual realities are economic fundamentals.<sup>6</sup> By combining state-of-the-art technology and real-world retail stores, the fashion industry will experience another revolution in terms of the reduction of prices, so that previously unattainable brands will become more affordable. Hence, the emergent third space will reduce prices and shopping time for individual consumers as well as reducing the costs of entry and cost of customer acquisition for retailers.

4, <https://www.greenbook.org/mr/market-research-technology/how-technology-is-changing-the-fashion-industry/>

5 <https://journals.sagepub.com/doi/abs/10.1177/1461444806061953>

6 , <https://www.statista.com/statistics/718737/number-of-smart-tv-users-in-the-us/>

Customer experience initiatives need to go even further with individualization – Personalization 2.0– creating a one-to-one relationship with consumers to drive revenues and loyalty. Many fashion brands are realizing their use of AI in ibeacons, algorithms, chatbots, data analytics and 3D printing will lead to more personalized products, curated recommendations, discounted offers, customized packaging, and storytelling that connects to individuals digitally.

Several fashion-oriented firms have already made progress towards articulating a third space for consumers and retailers. For instance, Stitch Fix has deployed online-3D services, as has Matchesfashion.com, both of which are immensely popular as a result. Sephora has also achieved double digit growth and established over 100 stores in part by launching an “assisted self-service” virtual beauty app that allows women to specifically tailor cosmetics to their exact skin type, skin tone, and eye or hair color. Sephora’s Virtual Beauty app uses AR (augmented reality) to allow consumers to explore different beauty styles by digitally overlaying Sephora products on selfies.<sup>7</sup> While these examples are highly encouraging, they are partial, and do not form a complete business model that can encompass the entire fashion industry or provide an inclusive platform in which other firms can participate. For these reasons, it’s not obvious how these initial third-space models can scale, which would allow them to reduce per unit costs for both consumers and retailers, and eventually encompass the entire fashion industry.

## THE PROBLEM II

Lack of new LP; caused by overhyped or no real use-case.

What do we mean by this? Well let’s examine the conundrum of when token communities run out of steam either based on lack of new LP and holders, no real use case, or adverse market conditions. Solutions come in different forms: 1. Try a bridge and arbitrage between two token assets on different chains. 2. Create a raise via useless NFT’s that have a self perpetuating floor price based on hype rather than actual tangible or market derived value. 3. Create a swap or small dex that generates a percentage dividend on locked LP or transaction taxes. These all mean well but as time has proven they are reliant on conditions that are outside of the control of the native token environment. How does the project protect itself from stagnation and redundancy?



## C. AN UNCOMMON SOLUTION I

UNCOMMON takes this virtual-real world nexus to the next level, by creating an entire metaverse where the consumer can achieve full technological immersion as never before. The fashion industry is steadily pushing towards a new business model, based on the third space integration between the physical and virtual worlds.<sup>8</sup> UNCOMMON is therefore entering the market at the perfect inflection point, not only to take advantage of the emerging technical trends in fashion, but as a leader in integrating the virtual and physical retail experience. UNCOMMON's Metaverse and Web 3.0 Network adds value in 5 distinct dimensions:

- 1** Metaverse Land Sales – Land sales within UNCOMMON World's Metaverse grant both virtual and real-world retailers access to its payments, marketing and distribution network.
- 2** Global Digital Branding – DBO Studio is a regional leader in creating multi-dimensional designs that maximize the digital exposure of some of the world's most recognized fashion brands. DBO Studio will thus play an instrumental role in promoting participating firms within the UNCOMMON Metaverse, so they can monetize their digital identity.
- 3** Global Decentralized Payments Network – UNCOMMON Metaverse creates a world-wide payments network for connecting both virtual and real-world retailers to the Metaverse.
- 4** Global Decentralized Marketing Network - UNCOMMON Metaverse creates a global marketing network for virtual and real-world businesses to reach Metaverse customers.
- 5** Global Decentralized Distribution Network – UNCOMMON Metaverse creates a distribution network for virtual and real-world retailers, in order to deliver their good and services to clients across the world.

Metaverse Universal Fashion Market - UNCOMMON creates the first fully integrated Metaverse-augmented global retail chain, and in so doing provides a Metaverse extension for already established online merchants, as well as for retailers without a strong online presence. UNCOMMON therefore looks beyond its own boundaries to establish the first universal Metaverse for any and all brands and retailers.

DBO Studio – UNCOMMON owns DBO Studio, which forms the core of our creative advantage. DBO Studio is a highly profitable multidisciplinary design studio, with clients like Chaumet and Dior, which are subsidiaries of LVMH, the largest multinational firm in Europe with a market valuation of \$329 billion. DBO creates multi-dimensional design strategies for fashion retailers as well as digital branding, and it will play a leading role in assisting both well-established and newly formed firms in developing their Metaverse brand. DBO Studio also promotes local entrepreneurs across the world who wish to use UNCOMMON's Metaverse to experiment with innovative design technology. By supporting local creative experimentation across the world, UNCOMMON-DBO Studio incubates young talent, and helps start-ups achieve profit maximization and economies of scale. Incubating experimental ventures will also help ensure that UNCOMMON remains on the forefront of fashion trends, making our global enterprise one of the leading brands for cutting-edge innovations in the fashion industry.

Global Payments and Supply Chain - Integral to its global Metaverse-augmented supply chain is a decentralized payments and distribution network that is empowered by blockchain technology. Not only does blockchain lower the cost of payments and clearance, but it permits the widespread adoption of cryptocurrency payments for the world's most famous fashion brands.

Minimizing Shopping Time - Due to blockchain transaction speed and the inherent discount UNCOMMON 3.0 provides, consumers receive most of the benefits from shopping at a physical store, without the negative aspects such traveling, queuing, searching and without the risk of carrying fiat currency or credit cards. This provides lower costs and new opportunities for merchants not afforded by a brick-and-mortar stores and unavailable through Web 2.0 online stores.

Immersive 3-D Shopping Experience – UNCOMMON 3.0 Metaverse provides a futuristic full-spectrum experience that allows consumers to try on items using their native avatar, which is encoded with the consumer's size and preferences. The consumer can search through thousands of items of interest with the click of a button, organize them, display them in 3D, and view combinations of items on their avatar. The consumer also receives a personalized NFT that is a guarantee of purchase, and contains purchase and product details, as well as providing a form of 3D digital art in its own right. Hence, when consumers use UNCOMMON 3.0 Metaverse, they will not only receive the item they ordered but an accompanying digital proof of purchase, and containing item features, promotions and advantages.

Selection and Choice – UNCOMMON 3.0 Metaverse creates a market for an unlimited number of merchants, carrying an unlimited number of brands. Retailers can buy or rent space in our virtual world, and can link those virtual stores with their physical counterparts, providing the consumer access to both virtual and physical stores in a fully integrated manner. Our Metaverse will also allow retailers to cooperate, offering cross-retailer deals, discounts and promotions, which will not only reduce prices further, but should also increase sales, as consumers gain advantageous deals from shopping across virtual retail outlets.

Decentralization - UNCOMMON 3.0 Metaverse is a decentralized consumer environment, that provides consumers with a maximum immersive experience and protects their identity and personal information in a manner that Web 2.0 stores cannot. Decentralized crypto payments are secure and anonymous, which means that UNCOMMON's payment system will be more secure than any currently available in the fashion industry.

## **The Solution II**

UNCOMMON 3.0 is not just an innovator of digitized assets and apparel, but a leader in web3 token technology. The solution lies within the spirit of DEFI itself. A closed loop of self-sufficient ecosystem that rewards loyalty with tangible assets and alternative ROI vehicles.

Enter, Fusion tokens! - Fusion tokens are a representation of two conventional business entities that represent UNCOMMON 3.0, UNCOMMON and DBO Studio. These two are already established multi-million dollar business entities that make up the backbone of UNCOMMON. Two tokens that represent the ETH chain and BSC chains respectively. No market arbitrage no need to dump to buy the other token but rather a diversified approach to balance the houses. Hold both tokens and stake to earn rewards in the form of indigenously mined BTC and many other alternative ROI based on tangible physical assets derived from retail locations and media projects .

In holding tokens of both houses they create a fusion to create the UNCOMMON Fusion Token. A single entity built on both foundational tokens ie ETH and BNB to create equal lateral balance on charts that will bring forth an expanded market saturation and favorable placement for tier one exchange listings. With the Fusion tokens you'll earn BTC that is mined from UNCOMMON's own infrastructure.

No burn pits or furnaces, no rebasing! Just hold both and get access. Hold more to get more, compound these variables with the ability to stake on proven stables like USDT, BUSD, and USDC. This in return gives you far more than the sum of the markets or other holders. Additionally you are rewarded for actually holding without hype or speculation.



### **How does UNCOMMON do this?**

Well without a smokescreen it's very simple. UNCOMMON owns and operates its own BTC mining operation that spans the globe.

## ➤ **Did we mention UNCOMMON is more than a web3 DEFI token?**

Most projects have a road maps where utility and additional ROI come later, the fact of the matter is UNCOMMON is an evaluated 50 million dollar enterprise even before stepping into the foray of the crypto universe. Something to be said for being made before the token. Fusion is a synergy of technology and infrastructure, UNCOMMON is truly an uncommon phenomenon within the spaces of crypto! No ego, no ETH or bsc maximums, no exaggeration! Just a truly UNCOMMON opportunity! Stake, re-vest, and hold, to become more than the sum of a chart! Becomemore then typical become UNCOMMON!

## ➤ **What other vectors does UNCOMMON offer in terms of creative integration?**

UNCOMMON offers something tangible when most ecosystems do not, and it's equity. We offer holders of the fusion tokens an option to buy equity into UNCOMMON itself that will qualify you to potentially become a franchisee. The equity option also allows you to invest in a strictly equity based model off of charts with a traditional ROI based on fixed static returns (i.e 15% per annum) with the option to diversify by investing your profit in tokens. The position of UNCOMMON is to offer multiple return vectors as well as being diverse enough to bring a broad demographic that will benefit both defi investors and traditional equity investors equally thus bringing a mixture of "uncommoners" that will future proof the community as a whole.

Becoming warm in bear markets and fast in bull markets is the sum of the communities that they are composed from:

- Fusion tokens.
- BTC mining to augment and partially close loop the ecosystem from outside market conditions (a blanket in the "bear").
- Defi Model, Equity model Segway to franchise mode or both do give as many options as possible for the investors.
- An upcoming Meta-commerce and UNCOMMON's global expansion roadmap.

In order for UNCOMMON will become a globally successful brand, two goals must be achieved. First, UNCOMMON has already established two profit maximizing retail stores in Kuwait, which will be replicated in its expansion stores. Second, UNCOMMON must scale this business model to a global level. Hence, our business strategy follows accordingly:

# AN UNCOMMON VALUE PROPOSITION

In order for UNCOMMON will become a globally successful brand, two goals must be achieved. First, UNCOMMON has already established two profit maximizing retail stores in Kuwait, which will be replicated in its expansion stores. Second, UNCOMMON must scale this business model to a global level. Hence, our business strategy follows accordingly:

- 1** Profit Maximization – UNCOMMON runs two profitable stores in Kuwait, which maximize revenue and minimize the costs of operations, thus maximizing profits. This model will be replicated in Dubai, Riyadh, London, NYC, LA, and other locations across the world.
- 2** Economies of Scale – In order to achieve global success, UNCOMMON must not only expand across the world, but it must also reduce its per unit costs of operation as it expands.

## A.VALUE DRIVERS

UNCOMMON World creates value for consumers, retailers, as well as its token holders by minimizing operational costs for merchants and minimizing retail prices for consumers, and through profit-sharing for its token stakers, which will generate greater volume for the entire UNCOMMON ecosystem. Hence, by leveraging its technological and creative advantages, UNCOMMON will maximize profits and minimize per unit costs as it expands,

**achieving economies of scale at a global level. More specifically, UNCOMMON helps create a more efficient fashion retail market in the following ways:**

- UNCOMMON removes entry barriers for virtual firms and real-world firms seeking to reach Metaverse clientele.
- UNCOMMON minimizes the cost of customer acquisition for fashion retailers.
- UNCOMMON minimizes transaction times, including the time required for consumers to search for their items of choice, and the time required for retailers to reach consumers.
- UNCOMMON offers discounts for anyone using its native UNC token for transactions, which lowers customer costs, increases the token's value and attracts a largercustomer base to our enterprise, reducing the cost of customer acquisition.

UNCOMMON creates a more efficient fashion retail market by removing entry barriers for retailers who wish to access our fully immersive and interactive space, and by reducing transaction times and the cost of customer acquisition. UNCOMMON achieves greater efficiency compared to Web 2.0 operations by leveraging our proprietary decentralized Web 3.0 network, with its fully immersive 3-D consumer experience as well as its globally agile payments, marketing, and distribution networks. Any sales method that increases efficiency while maximizing consumer value is monetizable.

Revenues are generated from several dimensions of UNCOMMON's operations:

**Profit Sharing** – Fifty percent (50%) of UNCOMMON's net profits will be shared with UNC token stakers, including: profits from UNCOMMON's physical stores, ecommerce platform, mobile apps, Metaverse 3.0, and DBO Studio.

**Land sales** – Fifteen percent (15%) of each land sale will be deducted from UNCOMMON's revenue stream. Seven and one-half percent (7.5%) will be deposited into the staking pool, four and one-half percent (4.5%) will be burned, and three percent (3%) will be deposited into UNCOMMON's treasury.

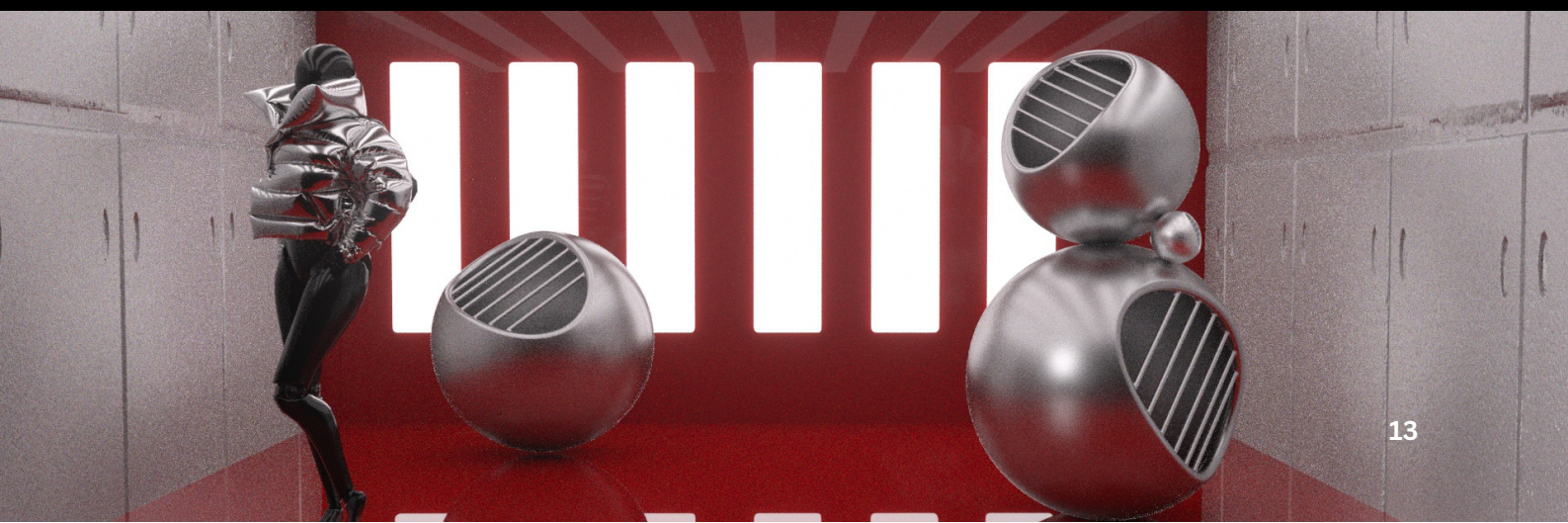
**DBO Studio** – Fifty percent (50%) of DBO Studio's net profits will be deposited into the staking pool. As a well-established multidisciplinary design firm, DBO Studio generates millions of dollars of profit per year

**Advertising** – on billboards and throughout our Metaverse. Fifty percent (50%) of profits will be deposited into the staking pool.

**Media** – including exclusive fashion events, art exhibitions, a curated library, and a wide selection of movies (all sellers must be licensed and registered).

**NFT market** – for rare and high value NFTs

Revenue is also generated by granting special privileges to UNCOMMON's regular customers. A tiered reward system ensures that the customers who spend the most receive the greatest rewards, which incentivizes repeat customers and increases the likelihood that



**customers will continue to patronize our ecosystem:**

<b>Bronze level</b>	One purchase to qualify
<b>Silver tier</b>	Customers must spend \$1,000 to qualify
<b>Gold tier</b>	Customers must spend \$3,000 to qualify
<b>Platinum tier</b>	Customers must spend \$6,000 to qualify
<b>Private client</b>	Customers must spend \$15,000 to qualify for special privileges

**For investors, holding the UNCOMMON token (UNC) also provides several sources of value:**

- 1 Profit sharing** – 50 percent of net profits generated by all UNCOMMON business units (DBO Studio, physical stores, e-commerce, apps, and Meta-commerce) will be deposited in the staking pool each quarter, in the form of BUSD-USDT stable coins.
- 2 Discounts** – UNCOMMON token holders receive a retail discount on all items listed on our Metaverse. Purchasing using UNC will be further discounted beyond the listed price.
- 3 Price Appreciation** – UNCOMMON's market price is backed by cashflow, unlike most tokens in the crypto space.

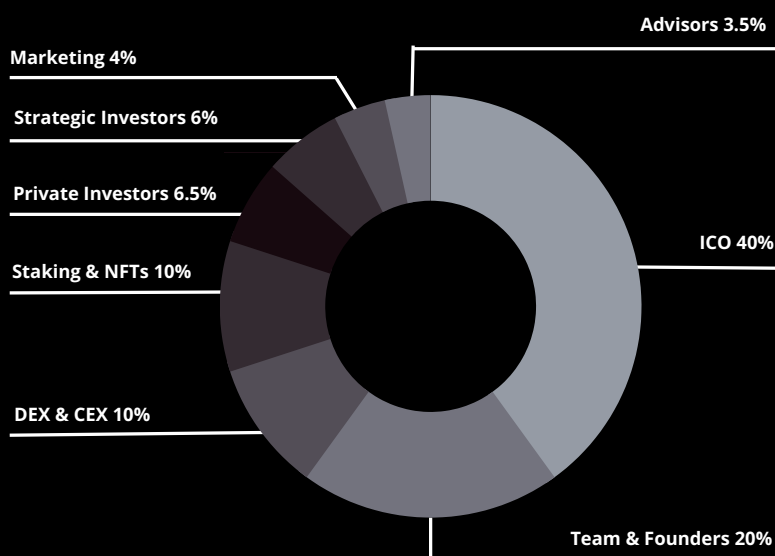


## B. TOKENOMICS

UNCOMMON's tokenomics are designed to provide maximum access to investors. Transaction taxes on UNC taxes are 0%. Fifty-three (53%) of the total supply will be available to investors prior to launch, imbuing the token with a built-in scarcity. Furthermore, over time, UNCOMMON token (UNC) will become scarcer; five percent (5%) of UNC tokens received from any sale will be burned, 3 percent (3%) will be deposited into the staking pool on a daily basis, and 2 percent (2%) will be distributed to UNC's ecosystem. UNC's tokens will be distributed in the following manner:

**Table 3: UNCOMMON's Tokenomics**

Category	Allocation
ICO	40%
Team & Founders	20% (Vested for 4 years, 1% unlocked after 6
CEX	10%
Staking & NFTs	10%
Private Investors	6.5%
Strategic Investors	6%
Marketing	4%
Advisors	3.5% (Vested for 3 years, 1% unlocked after 6 months)
<b>Total</b>	<b>100%</b>



## C. BRAND MONETIZATION

UNCOMMON World removes entry barriers into the Metaverse, by minimizing the entry costs and entry time into the new augmented reality marketplace, thereby creating a more efficient global retail market. Efficiency gains are monetizable and can be sold to VCs, virtual firms, and real-world retailers. UNCOMMON's brand monetization begins with its launch. UNC's launch price is set at \$0.09 and Fifty-three percent of the total token supply will be sold in 10 presale rounds, which should raise approximately \$25 million. The next stage of brand monetization will derive from operations. DBS Studio is already a successful global brand in its own right, and adds credibility ab initio to UNCOMMON World's enterprise. DBO Studio is an expert at digital branding and digital brand monetization, and has worked with some of the largest firms in the world to help create their online presence. Land sales and the attendant transaction fees on any sale between an associated virtual retailer and their consumers will further add to UNCOMMON's cashflow. Other fees from payments, marketing, and distribution will generate daily revenues and expand UNCOMMON's brand recognition. As UNCOMMON spreads globally, other brands will seek to associate themselves with our operations, generating further advertising fees. This process will continue until UNCOMMON becomes a truly universal Metaverse market.

UNCOMMON will further monetize its brand by seeking celebrity sponsorship across the world, and particularly in the United States, where media personalities have the greatest global visibility. This will cost UNCOMMON millions of dollars, but will generate tens of millions and perhaps hundreds of millions, as our brand becomes identified with the world's most famous celebrities. At that point, UNCOMMON can sponsor music events, global art forums, as well as other events of global importance. UNCOMMON will thereby become a household name, and can achieve a level of prominence only attained by a handful of brands. In this manner, UNCOMMON can maximize value for its investors as well as reducing costs for its consumers, creating a global brand that is matched by only a few of the world's most powerful fashion and apparel retailers.