

E1337 - Next Generation Physical and Digital Wearables

Built for Gaming. Inspired by Digital. Powered by Blockchain



The event schedule is presented on a dark brick wall background. At the top left is the E1337 logo (a diamond shape with 'E1337' below it). In the center is the word 'PREMIERE' in large, bold, yellow letters. To the right is the date 'APRIL 30TH, 2021' in white. Below these are four circular icons connected by a horizontal line: a pixelated character, a person in a futuristic suit, a man with a beard and hat, and a building. Under the first icon is the 'PRE-LAUNCH PARTY' section, under the second is the 'OFFICIAL LAUNCH' section, and under the third and fourth is the 'AFTER PARTY' section. Each section lists hosts, special guests, time, and location.

E1337

PREMIERE

APRIL 30TH, 2021

PRE-LAUNCH PARTY
HOSTS: ALEGRIA AND CHIEF

🕒 15:00 UTC
📍 E1337 DISCORD SERVER

OFFICIAL LAUNCH
HOST: WHALESHARK
Special Guests: Leandro Bellone, Kate Koh, Lisa Lee

🕒 15:30 UTC
📍 E1337 DISCORD SERVER

AFTER PARTY

📍 CRYPTOVOXELS

E1337.PRO

Hong Kong S.A.R., Hong Kong, Apr 27, 2021 ([Issuewire.com](https://www.issuewire.com)) - On April 30th, 2021, WhaleShark and the E1337 team will be releasing a new round of physical and digital wearables.

These new items will feature a cyberpunk mech theme which expands upon the inaugural “Black and Gold” minimalist design seen during the release of the Signature Collection. Along with the new design concepts, the team will also release an upgraded website to showcase the new drops which include both physical and digital wearables.

E1337 has a unique connection to the digital world; each physical item is paired with a digital token (*ERC721 on ETH Mainnet*) which serves as a Certificate of Authenticity. This is important because the Korean supplier producing E1337 clothing maintains extremely high material-quality standards. Proof of authenticity ensures quality merchandise and assists consumers to identify and avoid counterfeit goods.

Beyond proving authenticity, for the first time ever, E1337 will be offering digital wearable versions of its physical clothing line. These digital items can be worn on a player’s avatar in Metaverse-compatible games like Decentraland and CryptoVoxels. Some wearables will be mirrored between the digital and the physical while others will be pure digital exclusives.

These digital-exclusive releases allow the E1337 product development team to quickly evaluate new concepts before committing to the production of corresponding physical products. This enables E1337 to operate as a lean business while maintaining a rapid pace of innovation.

To celebrate E1337's "level-up", the team will be hosting an online party on the official E1337 Discord server (discord.gg/e1337). The festivities will begin at 11 AM EST on April 30th and the event is free to attend!

About E1337 Esports Apparel

E1337 was founded in 2020 by the pseudonymous NFT collector and founder of \$WHALE, WhaleShark.

E1337 Limited is a registered, privately-held Hong Kong entity with production & design facilities in Seoul, South Korea. In addition, many of its core team members work remotely from locations around the world.

The [E1337 token is an ERC-20 'coin'](#) called \$1337. Going forward, physical and digital items sold by E1337 will only be purchasable using the native token, ensuring steady demand pressure.

Buyers who do not hold \$1337 are prompted to convert from their desired currency before checkout. This exchange is powered by an embedded Uniswap interface, creating a smooth and familiar checkout process.

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Source : E1337 Limited

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