PRESS RELEASE — DHANATRIBE

May 5, 2022 · Dhana Tribe · dhanatribe.com/news/2022/5/5/dhana-inc-launches-dsphere-platform

Dhana Inc. Launches D/Sphere Platform to Enable Customers to Co-Create Circular Fashion with Second Life Materials

Turning waste to value, customers are empowered to reduce carbon emissions, energy use, and water consumption by recreating clothing and textile materials – driving fashion innovation to address climate change.

- Dhana Inc.'s circular fashion technology propels customers to create, impact and celebrate fashion
- D/Sphere platform is the result of over a decade long commitment to ethical, sustainable, and circular fashion, aligning values between brands and customers
- Dhana Inc. is democratizing fashion through the power of choice, creativity, and storytelling
- Dhana Inc. recommits to triple bottom line, valuing people, planet, and profit with its third Certification as a B Corp and commitment to circular business through the Ellen MacArthur Foundation Circulytics assessment
- Dhana Inc. is a recipient of the CO Leadership Award 2022

(Sausalito, CA,) May 5, 2022 - Dhana Inc., market leader in circular fashion technology, announces the release of its new proprietary creative fashion platform "D/Sphere" as a solution to tackling the 70% of global textile waste that ends up in the landfill every year, contributing to pollution and climate change. The D/Sphere platform offers digital tools for customers to design circular fashion, unleashing their creativity through second life materials.

> *"We believe that there is a huge opportunity for brands to empower customers to be agents of change in the fashion industry, through the power of their choices. We make this happen by offering customers the ability to actualize their creative expression through the personalization of fashion using digital tools while co-creating on D/Sphere."*
> *— Shamini Dhana, Founder and CEO, Dhana Inc.*

The D/Sphere platform is now open to the public where customers can enter the portal, proceed to shop for circular fashion in the Store; design in the Studio, celebrate their digital designs, and share their responses to "what is your fashion story?" Dhana Inc. developed the fashion tech platform in the two years when the world was in lockdown, with a global team dedicated to leveraging the power of Artificial Intelligence, Machine Learning, and 3D Technologies.

In the word D/Sphere, the "D" stands for digital fashion in the digital economy and "Sphere" symbolizes diversity and inclusion in a just and equitable sharing economy - a representation of the circular world.

DECADE-LONG COMMITMENT TO ETHICAL, SUSTAINABLE, AND CIRCULAR FASHION

Dhana Inc. began as an award-winning youth (0-16 years) sustainable brand in 2008 with organic clothing made in fair-trade factories in India. The strategy to move from linear to a circular business model was realized at the Copenhagen Fashion Summit in 2017. As one of the pioneer brands, Dhana Inc. joined 90 other global brands and signed the 2020 Circular Fashion System Commitment. It was also in 2017 when Dhana stopped all production using virgin materials, reevaluated its five-year plan to move towards utilizing second life materials, on-shoring to produce in the U.S., and adopting technology to reuse, repurpose and recreate old clothing into new clothing.

DEMOCRATIZING FASHION THROUGH THE POWER OF CHOICE, CREATIVITY AND STORYTELLING

D/Sphere unlocks the creativity of customers through the personalization of fashion using second-life materials. The platform is a marketplace that serves both buyers and sellers where customers are empowered to co-create and drive impact via three modules - Studio, Store, Stories.

TRIPLE BOTTOM LINE: B CORP, CIRCULYTICS, AND CO LEADERSHIP AWARD 2022

Dhana Inc. recommitted to a stakeholder economy by valuing people and the planet together with profit when it received its third (124.1 points) Certification as a B Corp in January 2022. As part of transitioning toward a circular economy system, Dhana Inc. joined the Ellen MacArthur Foundation Circulytics business community, receiving an A- overall score. Dhana Inc. was also awarded CO Leadership status in 2022 in sustainable business and was one of 32 shortlisted brands for the prestigious CO10.

About Dhana Inc.

Dhana Inc., a Certified B Corp, was founded in 2008 by Shamini Dhana, a former Silicon Valley investment banker turned entrepreneur. One of the founding signatory brands of the Global Fashion Agenda 2020 Circular Fashion Commitment, Dhana's vision is "Uniting Humanity Through Fashion" with the mission of "connecting people and planet through the medium of fashion".