

# w3.luxury

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The luxury category brand for the Web3 era

## Positioning

w3.luxury is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitor

## Why it wins

- Luxury is a trust market — In high-end commerce, legitimacy is a feature. A domain like w3.luxury signals authority before a user reads a sentence.
- Web3 optional, future-proof — Use it today for luxury commerce, authentication, and membership. Add on-chain provenance and tokenized ownership when ready.
- Brand moat + defense — Category names are defensive assets. Owning the front door keeps competitors from owning your narrative.

## Best-fit buyers

- Luxury groups and brand houses expanding into provenance and resale
- Luxury marketplaces (primary + secondary) and concierge platforms
- Authentication / certification platforms (luxury goods, jewelry, watches)
- Tokenization and custody providers onboarding luxury RWAs
- High-end membership clubs and private networks

## Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer

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