



NFTS

IN THE



FASHION

FASHION

FASHION

INDUSTRY

>>> NFT SERIES USE CASE #4

AUGMENTED REALITY

CLOTHING CLOTHING CLOTHING

- ▶ **AR** can be used to superimpose digital images over camera footage of the real world to create a "**virtual try-on**".
- ▶ Brands such as **DRESSX** and **XR** couture selling digital garments that customers can "wear" using AR.
- ▶ AR is being combined with **NFT technology** to create collectible and tradable digital garments.
- ▶ **Nike** and **RTFKT** recently launched Nike Dunk Genesis Cryptokicks, a collection of 20,000 NFT sneakers that can be visualized in the real world through a Snapchat filter.
- ▶ **Rebecca Minkoff** has produced a number of NFT outfits in collaboration with fashion **NFT marketplace The Dematerialized** that customers can interact with through their smartphone cameras.



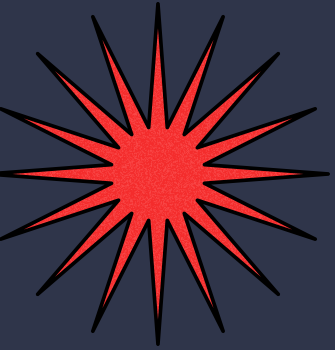
- ▶ Brands allow customers to wear their digital goods in the **metaverse**.
- ▶ Fashion industry's interest in the metaverse was evident at the inaugural **Metaverse Fashion Week** hosted in Decentraland.
- ▶ Over 70 brands, including **Tommy Hilfiger, Dolce & Gabbana, and Karl Lagerfeld**, participated in branded catwalks and showcased collaborations with famous digital designers at the NFT fashion show.
- ▶ Several brands offered **NFT wearables** for customers to dress their avatars in.
- ▶ **Tommy Hilfiger** offered digital versions of its iconic designs, such as its logo hoodies and varsity jackets.



METaverse
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VIRTUAL STORES STORES STORES



Fashion brands are buying NFTs in the form of **virtual land** to build stores and showrooms in the metaverse

The Sandbox is a virtual world where users can buy parcels of land in the form of an NFT, and luxury brands such as **Gucci** are setting up shop there.

Gucci is collaborating with **The Sandbox** to create an interactive fashion experience based on **Gucci Vault**, the luxury brand's conceptual space

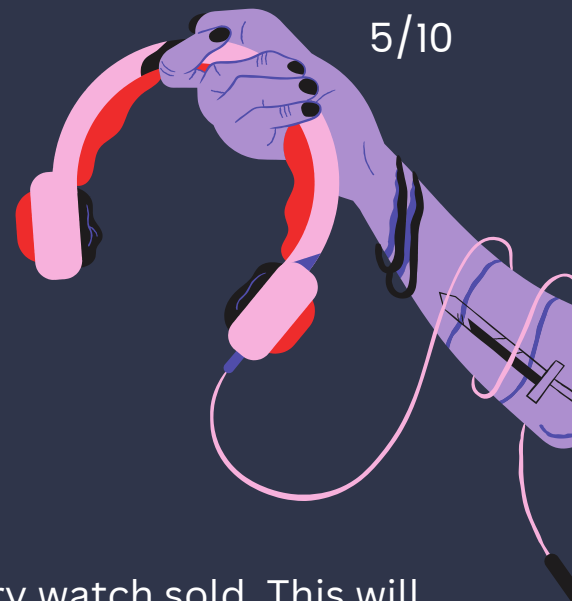
Selfridges recently opened the world's first NFT department store in **Decentraland**, where users can view exclusive NFTs and browse Selfridges products.



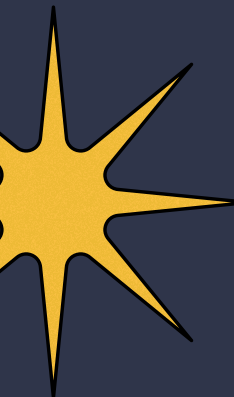
PHYGITAL FASHION FASHION FASHION

This is the process of combining a physical product with a digital one (NFT).

5/10




Watchmaker




Panerai is creating a '**digital passport**' with every watch sold. This will give the brand a direct connection to their community, even reaching 2nd hand markets when watches are resold. This also allows for easy authentication.

D&G's

Collezione Genesi was the first luxury NFT collection to include digital and physical works and brought in \$5.7m at auction




Adidas



released **NFTs** with a tracksuit release which gave owners of the tracksuit / NFT a number of benefits including the ability to vote and influence on future release designs.


Overpriced



is using NFTs to improve traceability, with its physical NFT-linked hoodie being scannable to prove **authenticity** and ownership

Nick Graham

has launched an NFT/AR outerwear line where you can authenticate the apparel and use it to unlock **exclusive AR experiences**



- **Fashion brands** are exploring NFT opportunities beyond virtual clothing, inspired by the success of image-based NFT projects such as Bored Ape Yacht Club.
- **Gucci** launched its 'Gucci Grail' NFTs, featuring brand-inspired avatars based on 11 popular collections, such as World of Women and Cool Cats.



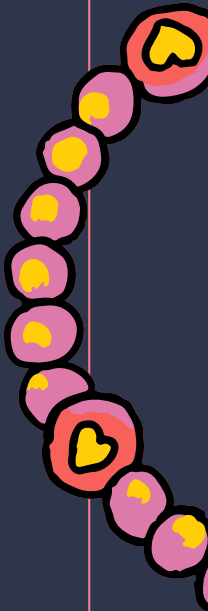
- **Adidas** has also collaborated with popular collections such as Punks Comic.
- **MANGO** created an NFT collection inspired by Spanish artists Joan Miró, Antoni Tàpies, and Miquel Barceló, featuring various MANGO outfits, to celebrate the opening of its New York flagship store. Rather than selling the collection, MANGO will display the artwork in its physical and virtual stores to connect with young consumers.

EXCLUSIVE
EXPERIENCES EXPERIENCES EXPERIENCES



COLLECTABLES COLLECTABLES COLLECTABLES IN THE GAMING INDUSTRY

- Statista reports 61% of Chinese Gen Z buy luxury goods for fashion, 24% as an **identity statement**, and 45% for confidence.
- Luxury brands collaborating with video game publishers to offer rare **NFT collectibles** in virtual worlds.
- Burberry launched (virtual) vinyl toys on Blankos Block Party and Louis Vuitton created a game where players collect 30 embedded NFTs to enter a raffle for an ultra-rare NFT that can be used as a **unique avatar**.



SUPPLY CHAIN EFFICIENCY EFFICIENCY EFFICIENCY

- Manufacturing **supply chains** are complex and lack computational resources for visibility.
- NFT technology can **modernize inventory visibility** by offering precise tracking of goods from inventory stage to distribution channels.
- A unique NFT can be created for each product to represent physical goods and facilitate **traceability**.
- **NFT information** includes the name of the supplier, raw material type, and origin, pre-defined as part of the NFT information.
- The supplier automatically **captures the NFT** being moved from customer to supplier, and an NFT is generated for the final product.
- Brands can create **specific-NFTs** for raw materials, which get burned into a fusion contract and mapped to the final NFT of the finished product.



CONCLUSION CONCLUSION CONCLUSION

- NFTs a **passing trend** or the **future of fashion**?
- The 2021 market growth for NFTs has certainly cooled but we are seeing more and more big fashion brands entering the space.
- We are seeing more and more NFT projects focussing on real world value and proper utility and this is where fashion has some very strong use cases.



- Enhanced direct **relationships** between brand and **community**, improved supply chain **transparency**, and luxury brand **authentication** are standout use cases that can solve real-world problems.
- **Virtual fashion** is also proving to be a rapidly growing sector that doesn't show any signs of slowing down with huge house brands leading the way.
- NFTs in the fashion industry are **just getting started...**



SEAN DELANEY

WHAT ARE YOUR THOUGHTS?

INTERESTED IN WEB3 AND ALL THAT JAZZ?

ME TOO

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