

HOW FASHION IS USING NFTS TO SELL EXCLUSIVE PHYSICAL PRODUCTS

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WHAT ARE NFTS?

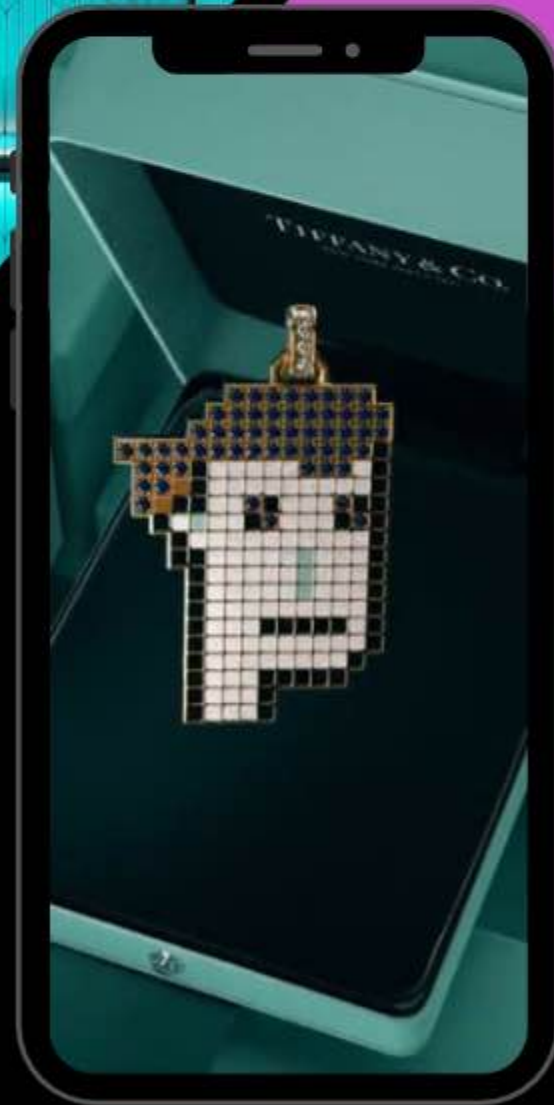
NFTs are unique cryptographic assets – they cannot be replicated or exchanged for another good of equivalent value. NFTs are then verified on a blockchain, which functions as a digital certificate of authenticity.



NFTs, operating as unique tokens of authenticity, appear to be well suited to high-end fashion. NFTs can transform digital garments from marketing tools into tradable assets, whilst offering a more intimate consumer experience and reaching a consumer base who may not be in the locality of, or be inclined to visit, physical shops. This provides an additional, and potentially high-growth, revenue stream for fashion houses.

NFTs have taken off in the fashion sector, partly owing to the accelerated online demand for fashion goods following Covid-19.

TIFFANY & CO



Alexandre Arnault, turned his CryptoPunks NFT into a physical rose gold and enamel pendant. Other CryptoPunks community members wanted one too via a Twitter poll. Arnault partnered up with Deepak Thapliyal, CEO of blockchain firm Chain, to make it happen.

NFTiff" collection went live with 250 non-fungible tokens priced at 30 ether (ETH) each. The project sold out in 22 minutes and raised the ether-equivalent of \$12.5 million.



Dolce&Gabbana Realta Parallela is a collection of 10,754 exclusive “ready-to-streetwear” NFTs on the blockchain for DGFAMILY members.

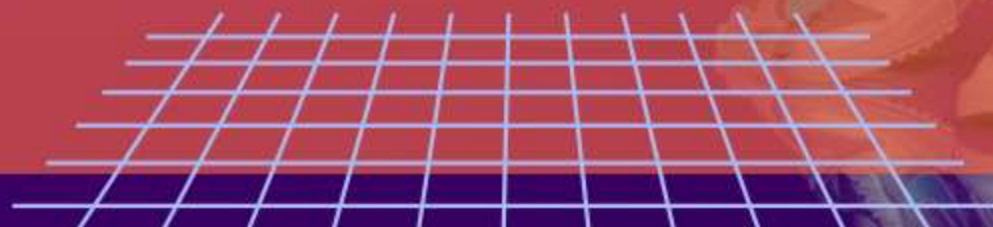
The collection is inspired by Milan’s urban style and classic Dolce&Gabbana designs. Each NFT entitles the owner to a claimable physical version as well as a future digital wearable version. The physical version will be available to claim approximately a month after release, only on UNXD.

Each physical claim entitles the owner to select one of the multiple design styles for each apparel type.



RTFKT

Many people talk about creating the metaverse but RTKFT is one company that is building on that promise. Their rise in virtual streetwear and sneakers to digital avatars is only the beginning for RTKFT. They see the metaverse as used and built by creators.





Why Luxury Brands Need to Take Web3 and the Metaverse Much More Seriously?

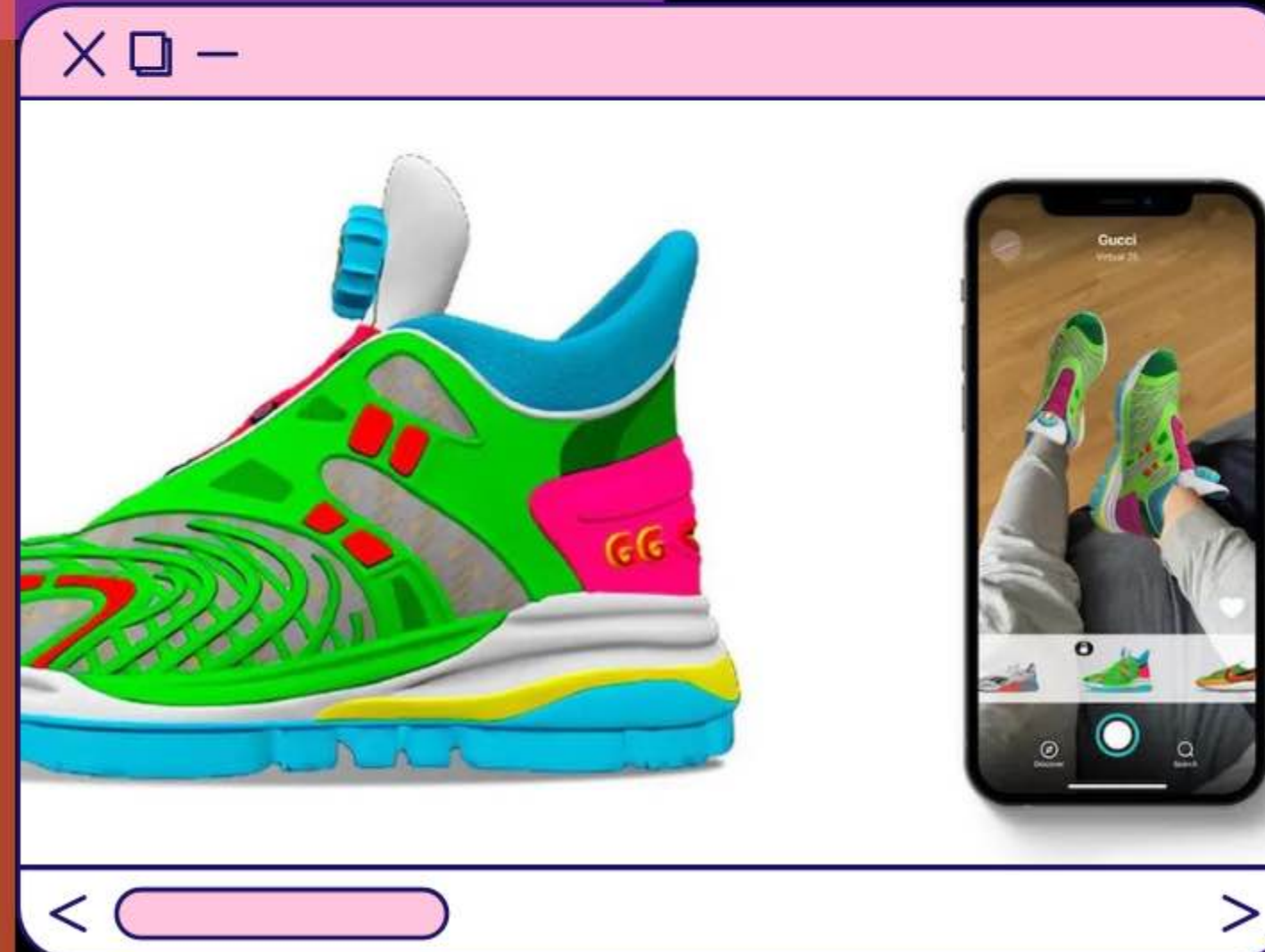
Web3 is a decentralized version of the internet. This has profound implications that most brands like adidas still underestimating. As many brands are racing to launch their own metaverse initiatives, it's critical not to lose sight of what a decentralized internet really means.

The idea is gaining momentum among web3 fans.

A luxury brand of crypto native type just launched by crypto influencer Gmoney, will be NFTs that customers buy first to get a matching t-shirt.

Detailed hypothetical on usage of NFTs to release physical goods to existing customers like AR form with guaranteed access: If that person has previously bought NFTs from the brand, their crypto wallet will be whitelisted for the next drop. They buy an NFT that can provide a digital an AR-enabled version of the product if they want to post on social media and then have a window where they can claim the physical item, a pair of sneakers in Carter's example.

The sneakers arrive in a few weeks and contain an embedded NFC chip that the buyer can scan with their phone. This gives them another NFT that proves the authenticity of the shoes, but can also provide other benefits, such as exclusive access to private events.



Drawbacks



Pre-order program, customers can wait weeks or months for manufacturing and shipping. For instance, Tiffany plans to ship its CryptoPunks pendants to order in early 2023.

Adds steps to the buying process that, at least for now, can be clunky and complicated.

Issues such as wait times reaching several hours forcing the company to release public apology.



Do they need NFTs for this at all. Could they do the same just by having customers' emails and their purchase records?

Carter also addressed this issue in his post, noting that instead of building custom capabilities from scratch, brands can rely on blockchains like Ethereum to provide an open infrastructure that anyone can use.

“And there’s a huge market for NFTs that already exists, with tons of crypto-novices ready to go, and tons of financial infrastructure already in place, so it makes sense to build it there,” Carter wrote.

RESOURCE PAGE

<https://www.businessoffashion.com/articles/technology/how-fashion-is-using-nfts-to-sell-exclusive-physical-products/> How fashion uses NFT to sell exclusive physical products

