

APPAREL AND ACCESSORIES

Dolce & Gabbana launches NFT collection

July 26, 2021



Dolce & Gabbana enters the world of NFTs with its latest launch. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana is launching an exclusive non-fungible token (NFT) collection in collaboration with curated digital luxury marketplace [UNXD](#).

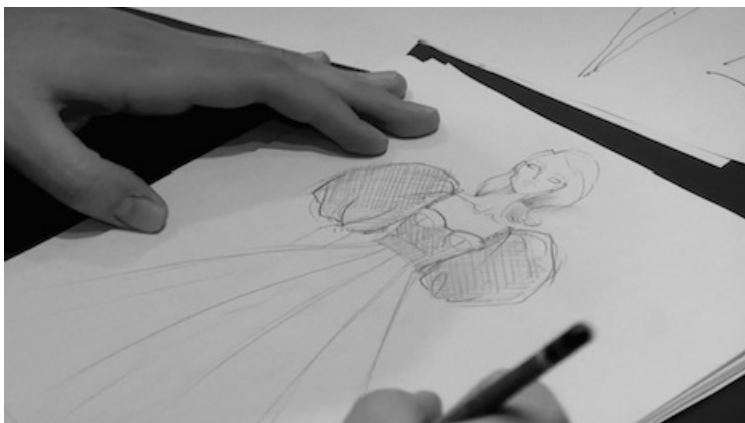
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The Collezione Genesi collection will be featured in the brand's upcoming Alta Moda, Alta Sartoria and Alta Gioielleria events in Venice, drawing inspiration from the artistic history and traditions of the city. The first concept revealed as part of Collezione Genesi is named "Dress from a Dream" and is based upon a vivid dream inspired by the creative direction of Domenico Dolce and Stefano Gabbana.

Collezione Genesi

Dolce & Gabbana is inspired by the opportunity to celebrate the history and culture of Venice. With Collezione Genesi, Dolce & Gabbana and UNXD see an opportunity to cross the digital and physical world with the NFT collection.

Following the announcement of the drop, Dolce & Gabbana and UNXD hosted a special Twitter Spaces event about digital culture on July 22 in collaboration with technology framework [Polygon](#).



Drawing of the "Dress from a Dream." Image courtesy of Dolce & Gabbana

Additional drops within Collezione Genesi will be unveiled in the weeks leading up to the Alta Moda, Alta Sartoria and Alta Gioielleria shows and will be auctioned exclusively on UNXD.

The UNXD marketplace launches in Summer 2021 and is powered by the Polygon network.

Collezione Genesi will be available exclusively on UNXD beginning on Sept. 1, 2021.

NFTs have quickly emerged within the fashion space as digital assets are sold for statement items.

Italian fashion label Gucci got in on the NFT game with its first offering at a current Christie's auction. The NFT-specific auction, entitled "Proof of Sovereignty: A Curated NFT Sale by Lady Phoenix," included Gucci's first NFT and short-film, "Aria" as well as work from 18 new artists utilizing blockchain technology ([see story](#)).

The auction closed on June 3, with a final sale price of \$25,000.

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