

APPAREL AND ACCESSORIES

Burberry reveals first NFT as part of gaming collaboration

August 4, 2021



Sharky B is Burberry's first NFT. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

Britain's Burberry is the latest fashion house to experiment with non-fungible tokens by becoming the first luxury brand to partner with Mythical Games' Blankos Block Party.

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As part of its upcoming B Series drop, Burberry is introducing a limited-edition, limited-quantity Blanko that can be purchased, upgraded and sold within the Blankos Block Party marketplace. Burberry has been an early adopter of gamification and this is the brand's first collaboration with the multiplayer party game.

"Pushing boundaries through experimentation sits at the heart of what we do at Burberry, and we are continually looking to connect with our communities in the spaces they love," said Rod Manley, chief marketing officer at [Burberry](#), in a statement.

"Gaming is a unique space for us to test and learn and trial digital innovations that embody our values and celebrate creativity amongst our communities," he said. "Partnering with Mythical Games feels like a natural next step, going beyond our in-house games by bringing the Burberry universe into an established environment."

Sharky B, the NFT

Burberry and [Mythical Games](#) announced their partnership in June. The company's flagship title is Blankos Block Party, an open-world multiplayer game featuring NFT vinyl toys known as Blankos, that players can collect, upgrade and sell ([see story](#)).

The Burberry Blanko will be available for in-game purchase on Aug. 11, the first digital item included in the house's series of limited-edition product drops.

Burberry's Blanko is a shark named Sharky B, inspired by the brand's Animal Kingdom code. His body is printed with Burberry's oceanic-themed TB Summer Monogram.

Sharky B is not the only NFT included in this launch. Burberry will also introduce in-game NFT accessories, such as a jetpack, armbands and pool shoes that players can use with any of their Blankos.

[#TheBSeries](#) has gone fully digital. We've created a vinyl NFT toy, the limited-edition character Sharky B, and accessories inspired by our [#TBMonogram](#) for the game [#Blankos](#) Block Party.

Available on Wednesday 11 August 11pm BST, 3pm PST <https://t.co/RhCv8gGvgp>
[pic.twitter.com/OwrrrowKF4d](https://t.co/RhCv8gGvgp)

Burberry (@Burberry) [August 4, 2021](#)

Sharky B is Burberry's newest video game character

Players can also train Sharky B to master his powers, including speed and agility.

"The Burberry x Blankos collaboration is a highly anticipated first for both our companies the first NFT collection for Burberry, and the first luxury brand in Blankos Block Party," said Nicole Yang, vice president of marketing at Mythical Games, in a statement.

"We're incredibly excited to bring the iconic TB monogram into the dynamic, unique world of Blankos, giving players a new way to interact with a beloved and forward-thinking brand," she said.

Burberry launched its first branded game, B Bounce, in October 2019 ([see story](#)). B Surf, its first multiplayer game, was introduced last year ([see story](#)).

Other luxury brands, including Gucci and Dolce & Gabbana, have also launched their own NFT in recent months.

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