

APPAREL AND ACCESSORIES

Givenchy extends Chito collaboration with NFT auction

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Givenchy tapped graphic artist Chito for the 2022 resort collection. Image credit: Givenchy

By LUXURY DAILY NEWS SERVICE

French fashion house Givenchy is diving into the NFT space as part of its new collaboration with graphic artist Chito.

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Creative director Matthew M. Williams personally invited the Seattle-born, Mexico-based artist to contribute his unique airbrush graphics to Givenchy's 2022 resort collection, which is now available online and in stores. As part of the collaboration, the pair also created Givenchy's first set of NFT to be sold in a charity auction.

"I've been wanting to explore this new and exciting space of NFTs," Mr. Williams said in a statement. "The fact that Chito is already active in the ecosystem made it feel even more natural for us to collaborate on this limited series and bring our collective vision for Givenchy even further."

Chito collaboration

Fifteen unique digital fashion NFTs from the [Chito x Givenchy collaboration](#) will open for bidding on OpenSea, a digital marketplace, on Nov. 23. Bidding will be open for one week.

All proceeds will go to charity. *Women's Wear Daily* reports the selected nonprofit is The Ocean Cleanup, which aims to clean up 90 percent of the plastic pollution floating in the world's oceans.



One of the NFTs in the auction, Pitty with Chito Givenchy fill.

Reflecting the auction's environmental theme, the Chito x Givenchy NFT are all minted on Polygon, an eco-friendly, Ethereum-compatible network.

The collection features Chito's airbrushed characters, including a dog and a girl, as well as his "Truehearted" print. The designs also incorporate Givenchy codes, including the 4G logo and Mr. William's initials, MMW.

More luxury brands are experimenting with NFTs through collaborations.

This summer, Italian fashion house Dolce & Gabbana launched an exclusive NFT collection in collaboration with curated digital luxury marketplace UNXD. With Collezione Genesi, Dolce & Gabbana and UNXD saw an opportunity to cross the digital and physical world with the NFT collection ([see story](#)).

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