

APPAREL AND ACCESSORIES

JW Anderson auctions notable cardigan as first NFT

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The cardigan sparked a TikTok craze after Harry Styles wore it to rehearsals for NBC's Today in February 2020. Image credit: xydrobe

By LUXURY DAILY NEWS SERVICE

British fashion label JW Anderson and [xydrobe](#) have announced the brand's first NFT inspired by the Colourblock Patchwork Cardigan, made famous by singer Harry Styles will be auctioned in December.

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There will only be one NFT of the cardigan created, available with a reserve price of 10,000 pounds, or \$13,349 at current exchange, sold exclusively through [xydrobe](#) beginning Dec. 12. Proceeds from the sale will be donated to LGBTQ+ youth homelessness charity [akt](#).

[#HarryStylesCardigan](#)

The Colourblock Patchwork Cardigan, which is now on display at London's Victoria and Albert Museum, soared across the internet's top trends after Mr. Styles' Today show performance.

When lockdowns came shortly after, a TikTok user created her own version of the sweater and posted the video, inspiring others to do the same.

[@lilbittylivie](#) I made myself a knock off of harry styles' jw anderson cardigan lmao [###fyp](#)
[###foryou](#) [###foryoupage](#) [###harrystyles](#) original sound - Liv

In response, JW Anderson's creative director Jonathan Anderson released the pattern and a tutorial on how to make it online. The hashtag [#harrystylescardigan](#) has now reached more than 86 million views to date.

Now, the Colourblock Patchwork Cardigan has been made into an NFT created by [xydrobe](#)'s in-house team of VFX artists. Crafted over the course of 300 hours, each piece of the yarn was built in 3D before weaving it together procedurally for each of the six different knit patterns that make up the piece.

Each purposeful imperfection and color in making the original cardigan has been honored and replicated in its NFT

iteration.

While this is the first NFT of its kind, and for the brand, JW Anderson joins a growing list of brands getting involved in the space.

French fashion house Givenchy also dived into the NFT space as part of its new collaboration with graphic artist Chito this November. As part of the collaboration, the pair also created Givenchy's first set of NFTs to be sold in a charity auction ([see story](#)).

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