

APPAREL AND ACCESSORIES

## Gucci unveils SuperGucci' NFT artwork project with Superplastic

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*Gucci takes its NFT expertise a step further with Superplastic collaboration. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** and digital collectibles creator **Superplastic** have unveiled a new limited-edition series of CryptoJanky NFTs and handmade ceramic sculptures.

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The three-part "SuperGucci" series features an offering of 10 exclusive NFTs, each accompanied by a ceramic sculpture designed by the two brands and handmade in Italy. The collectibles will go on sale Feb. 1.

### SUPERGUCCI

Each NFT draws inspiration from Gucci's patterns and symbols, reinterpreted through the lens of Superplastic synthetic artists Janky and Guggimon.

The two animated artists explored the brand's online concept store, Gucci Vault, immersing themselves in a virtual environment of the house's history and future.



*Gucci launched its online concept store, Gucci Vault, in September 2021. Image courtesy of Gucci*

As Gucci's experimental online space, the Vault hosting this partnership marks the brand's expansion into the metaverse.

The SuperGucci collaboration represents the next step for both organizations in their path of experimentation with the metaverse, following Gucci's virtual experiences and the Aria NFT auctioned by Christie's.

The NFT-specific auction, entitled "Proof of Sovereignty: A Curated NFT Sale by Lady PheOnix," included Gucci's first NFT, "Aria" and also featured work from 18 new artists utilizing blockchain technology. "Aria" is a short film co-directed by the label's creative director, Alessandro Michele, and director Floria Sigismondi. ([see story](#)).

The SuperGucci sale starts Feb. 1 on Superplastic's website as well as through the Gucci Vault.

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