

APPAREL AND ACCESSORIES

Annakiki drops China's first NFT collection

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As more luxury brands explore NFTs, Annakiki, the Chinese independent fashion label, is the latest to dive into the metaverse. Image credit: Annakiki

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Annakiki, an independent fashion brand from China, is the first Chinese label to feature NFTs in its collection and the results are taking local social media by storm.

Looks from the collection have been spotted on celebrities such as Shen Mengchen, Wan Nida and Jike Junyi, as well as popular influencers and KOLs, including Chen Ran, Nikki-Min, YangFanJame and Meng Jia.

In total, the entrepreneurial label has virtually dressed a total of 23 celebrities and KOLs.

The collection, which debuted at **Milan Fashion Week**, obscured the boundaries of the traditional physical form, instead exploring cyborgs and non-human evolution.

Taking the material presence of its physical lineup, designs were then encoded into a series of NFTs titled "Metacosmos," which creative director Anna Yang Yangzi described as "creating a unique identity label for the emerging humanity of another parallel dimension."

The Jing Take: Fall/winter 2022 saw more designers welcome digital assets into their collections.

From Philipp Plein's "Monster Gang" NFTs to Annakiki's multidimensional showcase, virtual fashion is creating a new world of innovation and creativity.

From a luxury consumer standpoint, it is possible that the benefits of virtual fashion can outweigh those of physical.

Ongoing scrutiny over the fashion industry's contribution to the climate crisis has led to a shift in consumption habits.

Alternatively, the metaverse provides an outlet where our needs could be satisfied online without these environmental consequences.

Digital fashion is, additionally, an effective means of exploring our own identities. One of Web 3.0's most attractive assets is its ability to carve out a space for users to experiment with who they are through virtual fashion.

But some are hesitant to follow suit.

Bernard Arnault, chairman/CEO of LVMH group, has previously voiced that the luxury conglomerate will be approaching the metaverse with "a note of caution."

As the lines between what is real and what is not are becoming increasingly blurred, it is hard to predict if virtual consumption will overtake physical. But with the NFT market surpassing \$40 billion last year, it is beginning to look more possible.

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