

SOFTWARE AND TECHNOLOGY

## Gucci unveils NFT initiative with virtual store

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*Alessandro Michele meets digital artisan Wagmi-san in the metaverse. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has launched a new initiative within its experimental space, Vault, in collaboration with digital accessory shop [10KTF](#).

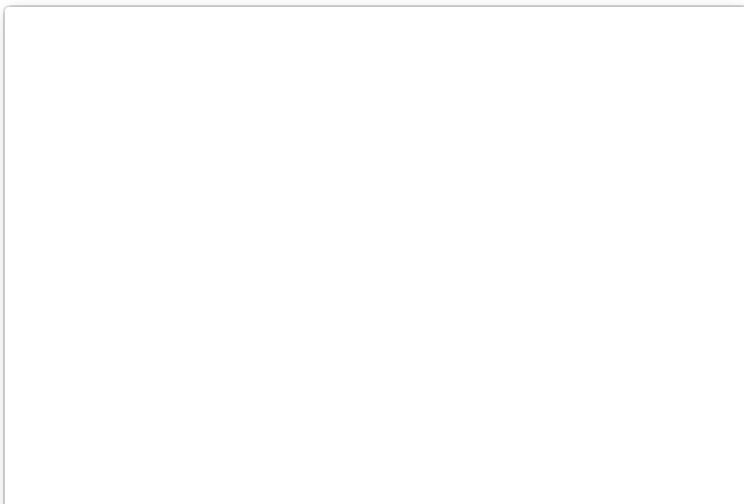
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The 10KTF Gucci Grail project features digital outfits designed by Gucci creative director Alessandro Michele and brought to life by digital artisan Wagmi-san. These ensembles will dress picture-for-proofs (PFPs), or NFT-enabled avatars, from 11 NFT collections, including Bored Ape, World of Women, Cool Cats and others.

### Gucci Grail

During the week of March 21, a crystal ball has been accessible to three groups of people: those who already own a PFP; those who are members of the Gucci Vault community on the Discord server; those who "inhabit" New Tokyo.

Those who redeemed their crystal ball were able to choose between different Gucci looks tailored by Wagmi-san and receive their customized digital avatar.



[View this post on Instagram](#)

A post shared by Gucci Official (@gucci)

*The encounter between Wagmi-san and Mr. Michele features two custom Gucci looks, available in different colors, inspired respectively by the Aria and Love Parade collections*

10KTF Gucci Grail highlights individuality as well as the massive potential of virtual realities. Through Vault and this latest collaboration, Gucci hopes to dress individuals in the metaverse through its brand codes.

Founded in September 2021 by Wagmi-san, 10KTF is known for producing unique digital accessories in the metaverse. Wagmi-san creates one-to-one digital collectibles for select parent NFT projects.

Gucci has already established solid ground within the world of NFTs and digital environments. It was just last month that the brand launched Vault in the metaverse.

Vault's virtual shelves hold a wide-ranging combination of vintage Gucci products, new creations by handpicked designers and will soon feature a wider offering of noteworthy brands selected by Mr. Michele ([see story](#)).

In January, the brand partnered with digital collectibles creator Superplastic to unveil a limited-edition series of CryptoJanky NFTs and handmade ceramic sculptures ([see story](#)).

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