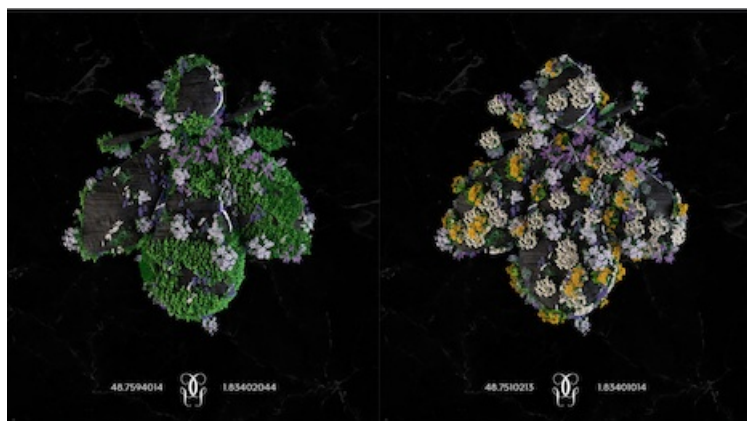


FRAGRANCE AND PERSONAL CARE

## Guerlain celebrates sustainability with cryptobee NFTs

March 30, 2022



*Guerlain has created 1,828 cryptobee NFTs for its founding in 1828. Image credit: Guerlain*

By LUXURY DAILY NEWS SERVICE

French beauty brand Guerlain is supporting conservation efforts with the commissioning of its first NFT project.

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As an ode to the year of its founding, Guerlain has commissioned 1,828 unique NFTs in the form of "cryptobees." The NFTs will be auctioned off next month to benefit the "rewilding" of the Millire Valley in France.

Biodiversity meets the metaverse

Nature conservation is a core pillar for Guerlain, and the label is ensuring that its passion for sustainability is incorporated in its NFT initiative, dubbed "**Reaverse**" in a play on the metaverse. The brand has also launched a special Twitter account for the project, [@Guerlain\\_NFT](https://twitter.com/Guerlain_NFT).

Guerlain's NFTs will be hosted on Tezos, a blockchain that claims to be more energy-efficient than conventional platforms. Each cryptobee corresponds to a section of Millire Valley's natural reserve, linked through geographic coordinates, covering a total of 28 hectares.

*Guerlain is introducing cryptobees inspired by its house icon*

The maison recently announced it is the sustaining patron of the conservation area. It will undergo rewilding to encourage the natural repopulation of plant and animal species.

Guerlain will also support the creation of an educational garden in the reserve, offering a public place for recreation and learning.

Guerlain is proud to announce its new role as Sustaining Patron of the Millire Valley conservation area in Yvelines, France.

Additionally, the Maison will support the creation of an educational garden in the nature reserve, acting as a public space for recreation and learning. [pic.twitter.com/wEhKYVmJEx](https://pic.twitter.com/wEhKYVmJEx)

*Guerlain is supporting the Millire Valley conservation area*

"The Millire Valley conservation area is an incredible chance to observe what happens when Mother Nature takes back control, without human intervention," said Yann Arthus-Bertrand, environmental activist and creator of the conservation area, in a statement. "All manner of animals and plants will reclaim their rightful place in this unique habitat."

This unique ecosystem is also serves as inspiration for the cryptobees.

Each NFT will feature a combination of 15 flowers and plants identified in the area and 21 natural materials such as marble that are inspired by the reserve's geology.

The cryptobee auction will debut on NFT marketplace Objkt.com in late April. The floor price will be 20 XTZ (Tezos), or about \$75 at press time.

Guerlain is not the only LVMH brand to experiment with NFTs and the metaverse in ways that reflect their house codes.

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

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. As part of the collaboration, the pair also created Givenchy's first set of NFT to be sold in a charity auction ([see story](#)).