

SOFTWARE AND TECHNOLOGY

Jason Wu, DressX unveil wearable NFT gown

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Michelle Obama's inaugural gown is becoming a 1:1 NFT. Image credit: DressX

By LUXURY DAILY NEWS SERVICE

American fashion designer Jason Wu and fashion NFT marketplace DressX have partnered to release Michelle Obama's Inaugural Ball gown as a wearable non-fungible token (NFT).

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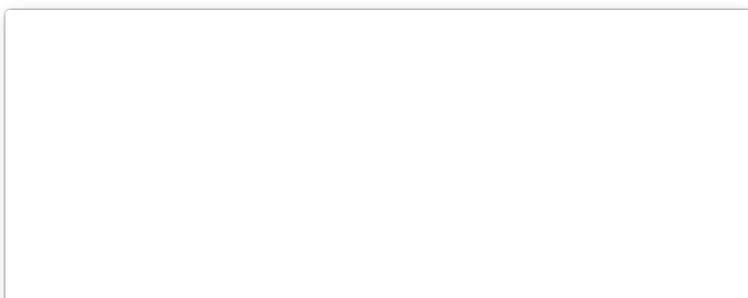
The gown, which is constructed of ivory silk chiffon and embellished with organza flowers, crystals and silver thread embroidery, was designed by Jason Wu specifically for the former first lady for the 2009 Inaugural Ball. The dress is currently displayed at the National Museum of American History but will become available for purchase as a 1:1 NFT exclusively via nft.dressx.com.

"Fashion is always evolving and changing and, as a fashion designer, I evolve with it," Mr. Wu said in an Instagram caption. "I am excited that my inaugural NFT gives the world an opportunity to experience a piece of history in such a special, unprecedented way."

History in 4K

Highlighting Jason Wu's transition to the new digital era, the brand joined forces with DressX to create a precise digital twin of the historical gown.

The owner of the NFT gown will receive animated and still artwork in 4K, editorial-quality photo dressing by DressX, two tickets to the Jason Wu New York Fashion Week show and backstage access for a meet-and-greet with the designer himself.



[View this post on Instagram](#)

A post shared by Jason Wu (@jasonwu)

Bidding for the NFT will continue for the next month

The "Dream" dress is now available for purchase through a live auction open until August 12, 2022.

Over the past year or two, luxury brands have increasingly jumped into the NFT and fashion technology sphere, and DressX has attracted a few big names to its platform.

Online retailer Farfetch launched a pre-order service for the first time, alongside a low-carbon brand and marketing campaign.

In an environmentally-friendly effort, the online retailer is not shipping out any samples, but instead is utilizing the technology from DressX. With the platform, ready-to-wear pieces from Pre-Order are digitally worn by models who will also be wearing accessories digitally rendered by Threedium, another try-on platform ([see story](#)).

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