

SOFTWARE AND TECHNOLOGY

Does the NFT space belong to luxury apparel?

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The first NFT from Gucci was a four-minute digital, looped video. Image courtesy of Gucci

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NFTs are a luxury game, according to a new [report](#) by cryptocurrency data aggregator CoinGecko.

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Apparel and luxury goods outpace competing sectors, with 19 out of 52 brands, 36 percent, launching their own NFTs since 2020. As the technological space innovates and evolves constantly, and the metaverse positions itself as a prime outlet for luxury apparel brands to meet more consumers, the NFT craze may not subside.

CoinGecko examined what it identified as 52 "traditional brands" that have launched NFT collections since 2020, categorized according to MSCI's Global Industry Classification Standard (GICS). The brands reviewed in the study are headquartered in the United States or Europe, with a presence in at least one other geographical market.

Apparel dominance

Luxury apparel brands have dominated the NFT space. Heritage houses and younger brands alike have carved vast spaces for themselves in the NFT realm, each aiming to stay relevant and enticing to affluent consumers.

France's Balmain is lauded as the first luxury brand to offer an NFT ([see story](#)).



Sharky B served as Burberry's first NFT. Image credit: Burberry

Last year, Dolce & Gabbana launched an exclusive NFT collection in collaboration with curated digital luxury marketplace UNXD ([see story](#)).

In August 2021, Britain's Burberry experimented with non-fungible tokens by becoming the first luxury brand to partner with Mythical Games' Blankos Block Party ([see story](#)).

In June of the same year, Valentino tapped into NFT with a new installation offering at Valentino Episode SoHo in New York ([see story](#)). The month prior, Gucci got in on the NFT game with its first offering at a current Christie's auction ([see story](#)).

CoinGecko tracked several luxury brands' NFT launches and their total trading volume.

Louis Vuitton's NFT release in August 2021 did not have its trading volume not publicly listed.

Dolce & Gabbana's October 2021 NFT release saw 4,757 Ethereum (ETH) in total trading volume. Givenchy's November 2021 release saw 49 ETH, while Coach's December 2021 NFT drop saw 4 ETH in total trading volume.

Gucci's January 2022 release saw 4,623 ETH in total trading volume.

Prada's June 2022 NFT saw 21 ETH in total trading volume.

Porsche's December 2021 NFT drop saw 32.25 ETH in total trading volume and McLaren's April 2022 NFT saw 829 ETH in total trading volume.

Hublot's April 2022 release saw 11 ETH, while Tiffany & Co.'s August 2022 drop saw 1,978 ETH in total trading volume.

Spreading throughout sectors

As apparel and luxury goods led the pack with 19 brands exhibiting NFTs, media and beverages rounded out the top three with 10 and 5 brands producing NFTs, respectively.

The National Basketball Association (NBA) released an NFT in June 2020, with total trading volume coming in at \$971. The league took its partnership with LVMH-owned Cognac brand Hennessy global in 2021 ([see story](#)).

Both parties have taken their brand ethos to the NFT space.



The Hennessy 8 NFT includes two carafes of the exclusive Cognac blend. Image courtesy of BlockBar

In January 2022, Hennessy jumped into the arena of digital collectibles with its first NFT collection.

In partnership with direct-to-consumer NFT marketplace BlockBar, the brand is releasing Hennessy 8 through a dual drop on Jan. 12 ([see story](#)).

Although it is unclear what the future holds for luxury within the NFT realm, it is clear that most brands believe delving into the space is worth a try.

According to Bain & Company, 51 percent of the luxury industry has experimented with NFTs ([see story](#)).