

SOFTWARE AND TECHNOLOGY

Council of Fashion Designers of America marks 60 years with NFT collection, virtual show

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Council of Fashion Designers of America celebrates its 60th anniversary with NFT collection and show. Image credit: CFDA

By LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America (CFDA), to mark its 60th birthday, has created a celebratory NFT collection called "Lighting the Path of American Fashion."

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The collection will be made public on Dec. 12, though a few pieces of the collection have already been revealed.

The collection honors big names in the fashion world, and will be followed Dec. 19 by a virtual fashion show titled, "Fashioning the Shades of American Design."

The CFDA collection, worked on by [BNV](#) and [Polygon Studios](#), will consist of seven pieces, honoring Willy Chavarria, Coach, Michael Kors, Vivienne Tam, Diane von Furstenberg, Tommy Hilfiger and Wes Gordon for Carolina Herrera.

The collection will be available for purchase through Dec. 16. Each piece of art will be sold on a bidding basis, starting in the price range of \$15,000 to \$25,000, with the listing on [CFDA.bnv.me](#) for purchasing.

Perky touch

In a spirit of exclusivity, the styles will each only have one available, making these into virtual rarities.

The collectibility of the artworks is a factor in the pricing, as all money brought in will go to the [CFDA](#) Foundation.

To make the fundraising smoother, it will be working with MoonPay, which is known for its service being styled in the white-glove fashion, catering to the wealthy consumer. This is intended to increase the spending limit of those bidding, adding more to the contributions the foundation will bring in.

The pieces will also feature other perks.

Known as "utility NFTs", the virtual art is paired with access to added prizes, such as meeting the celebrity depicted, or special edition dresses. These are all available for viewing in the NFT descriptions.

Bidders will be taking into account the perks, person or brand depicted, and starting price when evaluating the NFT's value.

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