

G-Star Raw enters NFT space with digital denim art

Fashion brand G-Star Raw has partnered with NFT marketplace Rarible to launch its first denim art NFTs. The brand's mascot, G-NO the rhino, has received a digital upgrade into an NFT avatar made entirely of digital denim.



Source: Supplied

There will be 10 unique G-NO avatars available, each one highlighting an iconic moment in the brand's history and will be revealed from 30 March to 6 April. The auction will go live on Rarible on 6 April with each G-NO starting at 0.1 ETH (0.1 ETH = +- 4,480.54ZAR). Rarible is a leading community-centric multichain NFT marketplace that is home to native NFT artists and projects such as Pak and Women Rise.

"We're excited to enter the NFT space with an art project that brings our story to life. We are known for pushing the limits of denim. Turning our mascot into a piece of digital denim art means we're able to meet our audience's appetite for innovation and be in the spaces where they are," says Gwenda van Vliet, the brand's CMO.

Every single G-NO tells a different brand story and has been crafted using different denim fabrics and G-Star's trademark details. Collectors will be the first to own a piece of G-Star Raw digitised denim while simultaneously owning a piece of the brand's legacy. Buyers will also get an exclusive G-Star Raw product that matches the design and particular story behind their chosen G-NO.

Building an engaged metaverse community

But the company states that it's not "just another brand jumping on the NFT wave" for the sake of it. Instead, G-Star Raw wants to build a digital community that will collaboratively define what the brand should do in the Web 3.0 space.



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People that contribute ideas and are engaged in the community will be rewarded with a complimentary NFT token which can be burnt to access benefits such as limited product releases, event tickets and potentially give access to future metaverse activations. Whatever the virtual future holds for G-Star Raw, their community will decide.

View more of the project here: g-star.com/metaverse

For more, visit: <https://www.bizcommunity.com>