Adidas Originals and Prada link up again, this time for metaverse project

By Sandra Halliday - 21 January 2022

Shortly after Adidas and Prada launched their first clothing collab, the two megabrands have taken their relationship further and have unveiled the Adidas for Prada re-source NFT project in collaboration with digital artist Zach Lieberman.

Proceeds from the NFT sales will be donated to charity and allocated to the artist and community creators.

Adidas Originals and Prada said their third collaboration takes them “boldly into the metaverse”.

It’s an “ambitious first-of-its-kind NFT collaboration that will feature user-generated and creator-owned art. The project is set to bring together participants across fashion, design, and crypto to co-create a large-scale digital artwork inspired by the physical Re-Nylon collection”.

The German sports giant and influential Italian fashion brand are inviting their collective audiences to contribute unique anonymised photographs to the open-Metaverse NFT project from 24 January.

Some 3,000 community-sourced artworks “will be minted as NFTs and compiled as tiles in a single mass-patchwork NFT” designed by creative coder and digital artist Lieberman.

Adidas said it’s “a truly collaborative endeavour” with participation in the project completely free, “and contributors will maintain full ownership rights over their individual NFT tiles”.

The final NFT will be auctioned on SuperRare, a pioneering marketplace for curated NFT artworks. A majority of the proceeds from the auction go to Slow Factory, a non-profit body and institute “working to create education to drive meaningful solutions and inclusive communities”.

And it added that “in an homage to open innovation”, the partners will “leverage NFTs and Web3 technology to reward participation in a new kind of collective rooted in ownership, authenticity and community”.

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