Gucci has launched a new metaverse experience that is both exclusive and innovative. The Italian luxury label continues to explore the virtual world of the metaverse through its Vault site, this time joining forces with 10KTF, an increasingly popular virtual accessories store founded in September 2021, specialised in creating bespoke digital collectibles for existing NFT projects. This prestigious collaboration with Gucci is evidence of 10KTF’s success, and is expected to further boost the label’s visibility.

10KTF’s floating island landscape, inspired by Tokyo and home to the old-world virtual store run by mysterious digital artisan Wagmi-san (no one knows who hides behind his avatar) fits hand in glove with Gucci’s fantastical vintage style. Easy to see how 10KTF managed to win over Alessandro Michele, creative director of the Kering group’s leading label, who hastened to visit the store with his avatar to launch the new 10KTF Gucci Grail project.

Michele’s avatar left a crystal ball at 10KTF, the means to access the project, reserved to 5,000 lucky souls among the most loyal members of the Gucci Vault community on Discord, and those who already ‘inhabit’ New Tokyo, where Wagmi-san lives, provided they own a PFP (picture for proof), in other words an NFT avatar identifying its owner in the virtual world. To redeem Gucci’s exclusive ‘grail’, the PFP must belong to one of eleven selected NFT collections compatible with 10KTF, among them Bored Ape, World of Women and Cool Cats.

Once the user has redeemed the crystal ball, the NFT can be fitted with a bespoke digital outfit chosen among two looks designed by Michele and created by Wagmi-san, inspired by Gucci’s latest collections, Aria and Love Parade.

A means for the label to increase its community’s loyalty, especially that of younger customers who are passionate about digital tools and the virtual world, while continuing to experiment with the metaverse and consolidating its brand image through a consistent, all-encompassing world of creativity.