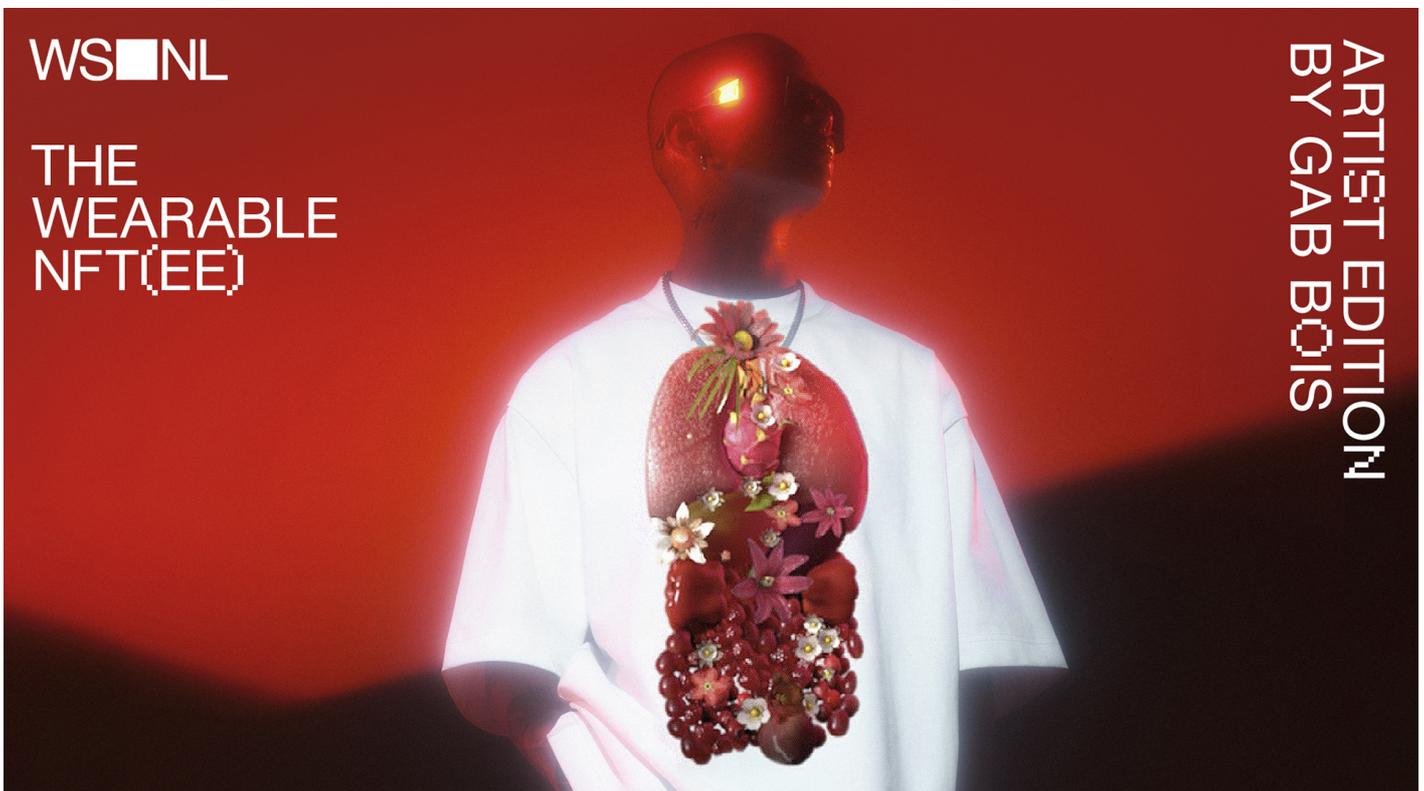




© 15 December 2021, 11:30 (CET)

## WS.NL launches world's first wearable NFT

The first wearable NFT artwork, dubbed the NFT(EE), was created by We Are Pi in collaboration with multidisciplinary artist @GabBois. Blurring the lines between luxury fashion and technology, this T-shirt is connected to an AR filter that brings the NFT artwork to life.



**Amsterdam December 15 2021.**

Luxury online fashion retailer Winkelstraat.nl launches the world's first wearable NFT. Created by WE ARE Pi in collaboration with multidisciplinary artist @GabBois, the campaign will launch by auctioning a unique artwork created by Gab Bois on the world's largest NFT platform, OpenSea.

Simultaneously, Winkelstraat.nl will release a one-time drop of 500 Limited Edition NFTees. Those lucky enough to secure an NFTee will be able to access an exclusive AR Filter of the artwork, created by Dutch AR Artist Isabelle Udo (from mixed reality studio VideOrbit), by scanning the NFT(EE) itself. We Are Pi worked with photographer [Qiu Yang](#) (Studio Qiu Yang) on the campaign.

*NFT(EE) Auction Launch trailer*

**Barney Hobson, Executive Creative Director of We Are Pi** says, *“In a rapidly changing digital landscape the definition of luxury is constantly evolving. By bringing the latest technology to a luxury fashion collaboration, Winkelstraat.nl is re-defining the meaning of ownership in the fashion world. The NFT(EE) is not only a playful and desirable fashion item, but a statement of support for digital artists and designers.”*

**Joost van der Veer, CEO and co-founder of Winkelstraat.nl** adds, *“We are extremely proud of the launch of this special collaboration with super talent Gab Bois and our first NFT. For us, luxury fashion is about unique items; clothing that helps you own it. We are therefore determined to offer our users many more one-of-a-kind fashion items in the coming years.”*

NFT (non-fungible token) digital artworks are traded on the Ethereum blockchain, with collectors investing millions of dollars for exclusive ownership. By combining crypto-technology with a wearable fashion item, the NFTee marks the first time an NFT artwork has been designed for digital and physical fashion retail.

The campaign and NFTee auction is live from December 15th 2021. Visit [Winkelstraat.nl](#) or Instagram [@winkelstraatnl](#) for more details on how to participate.

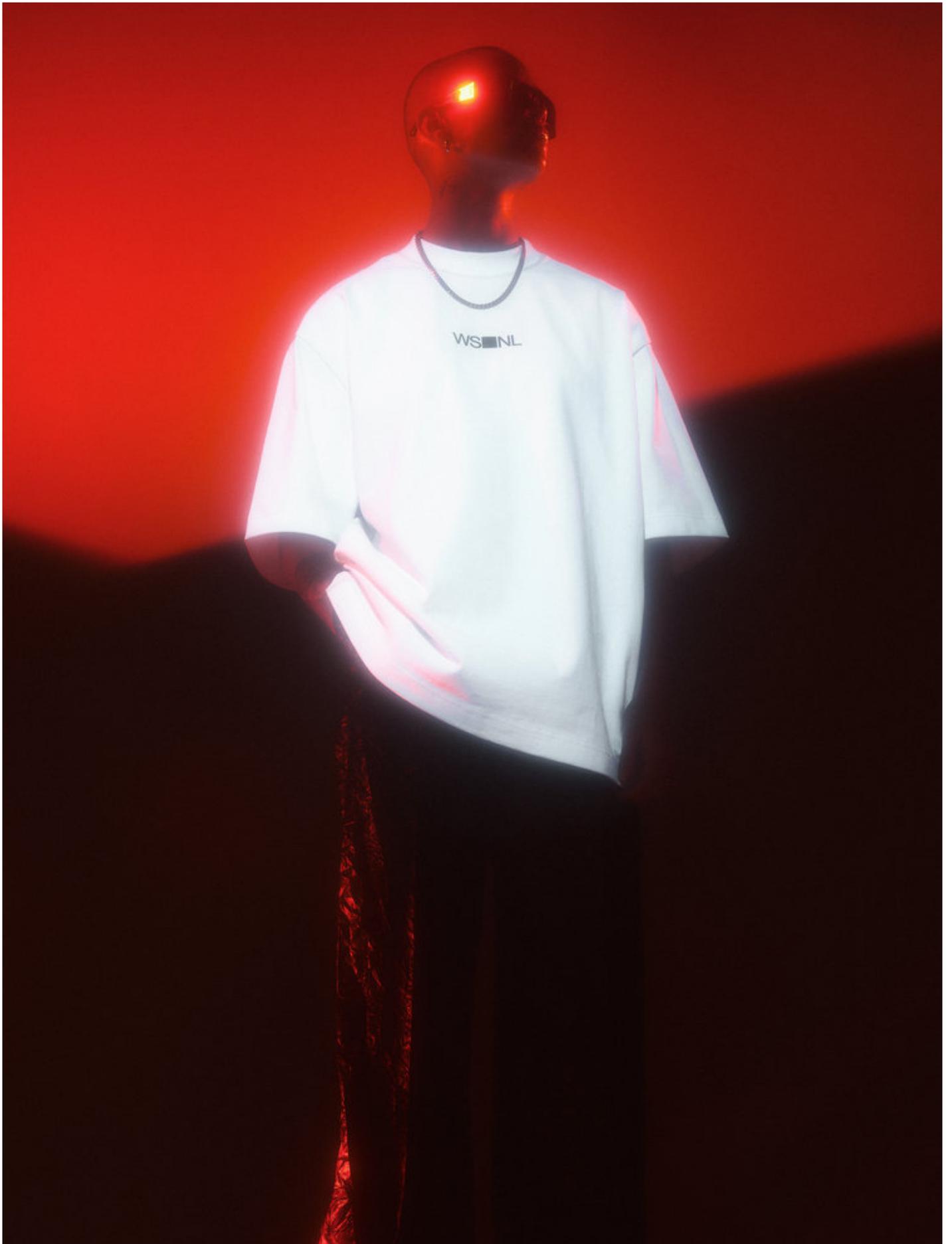




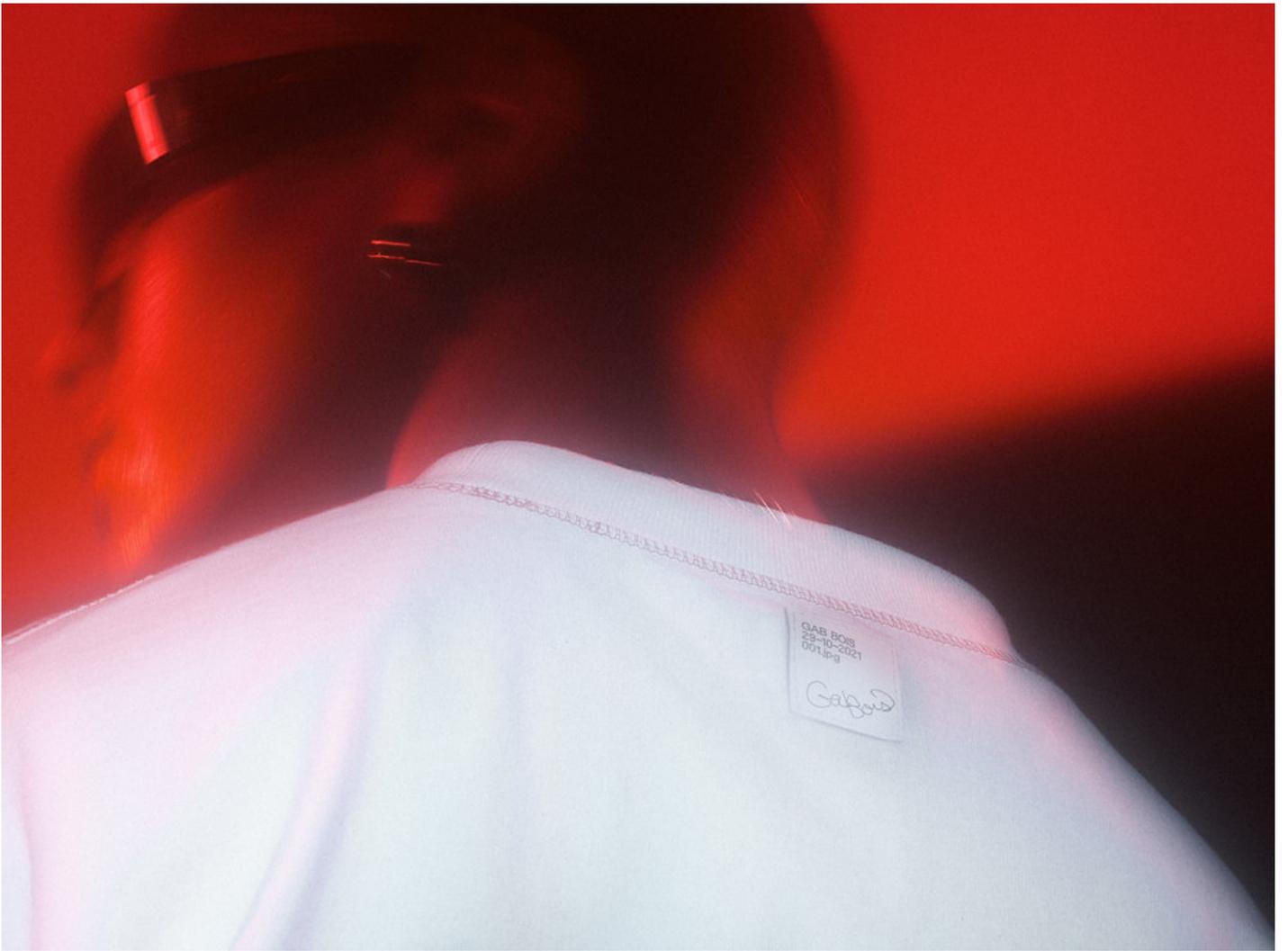
VERIFIED  
ARTIST  
EDITION

T-SHIRT  
SWEATSHIRT

Coxsart  
© 2011







WS ■ NL

✕ GAB BOIS





WS ■ NL

A promotional graphic for an NFT auction. It features a person from the chest up, wearing a white t-shirt. The t-shirt has a large, colorful, pixelated graphic on the front, resembling a stylized 'Z' or a similar character. The person's head is partially obscured by a bright red glow, and a small white square is visible on the right side of the image. The background is a solid, vibrant red. Text is overlaid on the image in white, pixelated font.

THE WEARABLE NFT(EE)

ARTIST EDITION  
BY GAB BOIS

ONLINE AUCTION

■ 15/12

### **About Winkelstraat.nl**

Founded in 2012, Winkelstraat.nl is an online marketplace connecting 300+ luxury fashion stores in Europe, and featuring over 600+ brands. They have a unique offering as one of the only ones to sell both global luxury brands (like Gucci) and local premium brands (like Mason Garments) together in one place. Winkelstraat.nl takes luxury service for its customers really personally. Going the extra mile in the ordering and delivery experience because just like owning a car or a house, they see luxury purchases as big and memorable moments.

### **Credits**

## CLIENT

Winkelstraat.nl

CEO - Joost van der Veer

Creative lead - Ruben Verheggen

Social & Partnership Manager - Romy Maljaars

Creative Content Coordinator - Noenja Cia

Creative Producer - Justin Beekwilder

Art Director - Ruben Verheggen

## AGENCY

WE ARE Pi

CEO - Alex Bennett Grant

Executive Creative Director - Barney Hobson

Senior Art director - Jeena van der Heul

Copywriter - Kyle Foreman

Design Director - Seth Josephs

Motion Designer - Nick Fatouris

Designer - Gemma Stoner

Senior Producer - Ekaterina Golovkina

Senior Strategist - Paris Bethel

Managing director - Patrick Garvey

Head of Client Partnerships - Agathe Derrstroff

Senior Account Director - Daniel Padwick

Account Manager - Slav Slavov

Business affairs - Emily Douque

## ARTIST

NFT Artist - [Gab Bois](#)

## PRODUCTION

Photographer - [Qiu Yang](#) (Studio Qiu Yang)

Retouching - Edge Company

Music - Soundsright

ABOUT WE ARE PI

*We Are Pi is an award winning Creative Innovation Consultancy that partners with clients to build brands worthy of thriving in changing times by initiating transformation programs. We Are Pi Client partners include Amazon, Nike, IDFA, Heineken, Intersport, Pepsico and Patagonia. We Are Pi was named Small Agency of the Year 2018, 2019 and 2020 by Creative Pool and Ad Age.*

*We Are Pi cultural research platform, New Society Rules, helps brands navigate cultural change. We Are Pi content arm, Pi Studios, produces ground breaking stories about cultural change. We Are Pi is proud sponsor of Black Strat, Plus Plus One and Creative Jam Session.*

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WE ARE Pi