

# Nike launches first digital creation collection on Swoosh

### What is it?

Nike has launched its first virtual collection on its Web3-enabled platform Swoosh, "built for the digital generation". Two digital "boxes" will contain a digital Our Force 1 version of Nike's Air Force 1 sneaker, with the collection co-curated by the Swoosh community. Nike said: "The collection removes the barriers of physical product, builds community and leverages pioneering technology that fuels the future of sport."

## Why does this matter?

Consumers are exploring self-expression across both physical and digital worlds. Retailers like Nike are using the metaverse to pioneer and experiment with new ways to inspire and engage customers.

## **Strategic implications:**

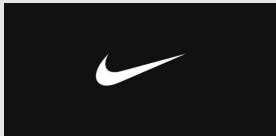
As the metaverse gains ground, retailers will use it to attract customers and build brand loyalty.

## Winning Strategies:

Innovation and ingenuity Loyalty reinvented







## WHAT IS UTILITY?



Some Nike Virtual Creations are equipped with utility and offer unique benefits to their owners, such as special access to products, experiences, and more.

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#### PRODUC

Use your Nike Virtual Creation to unlock access to physical product drops.

#### EXPERIENCES



Use your Nike Virtual Creation for entry into .SWOOSH experiences and community events where you'll meet Nike athletes, designers, and members who shape culture

## MINT



Use your Nike Virtual Creation to unlock access to virtual product drops.

#### GAN



Wear your Nike Virtual Creation in video games to flex and



#### 3D FILES

Download the 3D file of your Nike Virtual Creation so you can customize it further.











