

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.



PRODUCT

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 PASS

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



GAMING

Wear your Nike Virtual Creation in video games to flex and take your achievements to the next level.



3D FILES

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

