

TABLE OF CONTENTS

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<u>-STEP</u>	BY	STEF	GUI	DE.	• • •		• •	• •	• •	• •	• •	•	• •	•	•	•	•	•	•	<u>.p</u> 8	
-BIBLI	IOGF	RAPHY	/ .					• •				•	• •	•	•	•	•	•	•	. p(









THE HANDBAG OF THE FUTURE

WHAT WOULD YOU CHOOSE - AN HERMÈS BIRKIN OR A BIRKIN NFT?







When earlier this year the Hermès 'Baby Birkin' NFT (non-fungible token) sold for USD 23,500, the choice became that much harder to make.

There is little more desirable in the luxury fashion sphere, or more difficult to get your hands on, than the holy grail of bags: the Hermès Birkin. Created in 1984, it was originally designed for, and then named after, actor Jane Birkin, before ascending to cult status and picking up an ever-heftier price tag and an exclusive waiting list along with it.

Nowadays, however, it seems there is one other option for bagging a Birkin, and that is in the form of a new NFT, which recently dropped in the digital sphere. The so-called MetaBirkin is the creation of a LA-based digital artist Mason Rothschild, and part of a project introduced late last year at Art

What is Metaverse?



The Metaverse is a digital based world with virtual representations of people. In such a space, one is able to complete all of life's "functions" (work, play, communicate, etc.) through their avatar. This virtual world can be accessed using a virtual reality headset

What is NFT?



NFT is short for a 'non-fungible token', defined by <u>Collins</u>

<u>Dictionary</u> as 'a unique digital certificate, registered in a blockchain, that is used to record ownership of an asset such as an artwork or a collectible'. This essentially means that you can buy and sell the 'metadata' associated with a particular image, just like you would a painting or an actual Hermès Birkin..

FUTURE TECHNOLOGY



What is a <u>MetaBirkin</u>?

"MetaBirkins is a collection of 100 unique Birkin NFTs created with faux fur in a range contemporary colour and graphic executions. MetaBirkins are a tribute to Hermes' most famous handbag, the Birkin, one of the most exclusive, well-made luxury accessories. Its mysterious waitlist, intimidating price tags, and extreme scarcity have made it a highly covetable "holy grail" handbag that doubles as an investment or store of value."

MetaBirkins by Mason Rothschild, which aren't by Hermès or even really bags, initially sold for \$42,000 in December. (Mason Rothschild)

Follow

MetaBirkins are not real, in the sense that they're not the products of the French luxury house Hermès, nor are they physical handbags. The NFT creator under the name Mason Rothschild digitally created "MetaBirkins" followed by a dire marketing success.

However, it's the use of the name 'Birkin' which has seemingly made Hermès unhappy and reportedly led the brand to lodge a 47-page complaint to the New York Southern District Court. Hermès is insisting that the court 'require Rothschild to cease his activities, surrender the MetaBirkins.com domain name to Hermès, and pay damages including his profits from selling the digital assets'. Rothschild disagrees with Hermès' as he believes made artworks that depict imaginary, fur-covered Birkin bags that are not counterfeit products.

Mason Rothschild, the creator of the MetaBirkin advertises the bags through his Twitter and Discord.

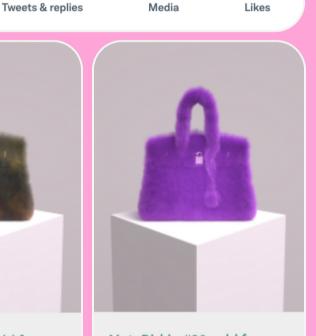


MetaBirkins

@MetaBirkins

Tweets

1 Following 3,834 Followers



MetaBirkins is a collection of 100 unique MetaBirkin NFTs — living on the Ethereum blockchain. Made by @MasonRothschild. Discord: discord.gg/ry374P8FNP



Top image: Screenshot of MetaBirkin Twitter account.

Bottom images: Screenshot from https://www.nft-stats.com/collection/metabirkin

METABIRKIN FUTURE TECHNOLOGY

STEP-BY-STEP



role of NFTs and the metaverse Metaverse.









https://metabirkins.com/ notyourmothersbirkin/

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