



THE FASHION,  
THE FACES,  
THE FUTURE



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# METABIRKIN



THE HANDBAG OF THE FUTURE

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




OFC, the Hermès Birkin.




Birkin NFT  
(I'm a proud NFT collector)





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 [Collins Dictionary](#) 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..



## What is a [MetaBirkin](#)?

“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 Hermès’ 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)*



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.*



**MetaBirkin #44 sold for  
\$2.2k about 19 hours ago**



**MetaBirkin #29 sold for  
\$3.3k about 18 hours ago**

Top image: Screenshot of MetaBirkin Twitter account.

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

# STEP-BY-STEP GUIDE



The MetaBirkin is an NFT (Non-Fungible Token), meaning that it is not directly interchangeable with money. In order to purchase one, you need Ethereum, a type of a crypto currency. These bags come with a digital token or certificate acknowledging that the purchaser is the sole owner of its digital online presence. These bags are considered collectables and have a unique and lofty resale value. Rothschild designed solely 100 MetaBirkins, creating a level of exclusivity not dissimilar to that of the original Hermès bag (which can be worth between £10,600 to £500,000), and featuring bright coloured faux fur, patterns and even depictions of famous artworks including the Mona Lisa. And while each MetaBirkin was initially sold for a rather modest 0.1ETH (the Ethereum blockchain's cryptocurrency), prices have since skyrocketed to near real-Birkin levels - with some selling for as much as the crypto equivalent of £100,000.

Opinions remain divided on the role of NFTs and the metaverse in our daily lives. To the average consumer they can appear to be the latest fad or con. Nevertheless, this trend is being taken seriously by many in the fashion industry, especially in the creation of both 'wearables and online games. Many other fashion giants including Burberry, Gucci and Dolce & Gabbana have also ventured into the world of Metaverse.

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CRYPTO  
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[https://metabirkins.com/  
notyourmothersbirkin/](https://metabirkins.com/notyourmothersbirkin/)



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THANK YOU