QLIKTAG

A Qliktag Case Study

How Streetwear Fashion Brand 'Fear No Man' Launched a Line of Unique Phygital Hoodies Paired with NFTs on OpenSea

A B S T R A C T

This case study explores how the clothing company & high fashion culture inspired streetwear brand "Fear No Man" launched a line of unique design collectible hoodies with digital ownership tokens and sold on OpenSea to push the boundaries of phygital fashion. Faced with the challenge of being able to launch this line in a secure way that allows verifying the authenticity of their high fashion streetwear hoodies for which ownership would be maintained through NFTs on the blockchain and minted and traded on OpenSea, the brand partnered with Qliktag to implement the technology.

The Qliktag solution utilizes secure NFC tags, unlonable links and blockchain integration. By integrating the Qliktag into their garment production process, "Fear No Man" successfully provided customers with a seamless way to receive and authenticate their physical hoodies / garments as genuine products linked to the corresponding digital NFT. The end result: a unique high fashion collectible physical product that can be owned & traded digitally.

INTRODUCTION

"Fear No Man," a prominent clothing company founded by award winning and highly acclaimed Ghanaian designer Kulaperry is known for its unique high fashion, culture inspired streetwear.

The brand sought to launch an exclusive, limited line of hoodies each with a unique design print which was to be paired with and released as NFTs on OpenSea. This move aimed to capitalize on the rising trend of digital collectibles while providing customers with bespoke physical clothing they could wear or trade at a future date as a limited, rare "phygital" collectible. However, a significant challenge arose – ensuring that customers who purchased an NFT could verify the authenticity of the corresponding physical hoodie they received. To address this concern, "Fear No Man" implemented the Qliktag solution, which utilized type-4 secure NFC tags with special unclonable, verifiable links to connect the digital NFTs to physical products.

CHALLENGE

Ensuring Authenticity of the NFT Paired Hoodies

With the advent of NFTs, digital art was the initial trend which gathered a lot of attention and activity the world over. However, this technology was poised to enable the tokenization of all physical assets in all sectors at an unprecedented scale and the fashion industry, is no exception.

"Fear No Man" recognized the potential of combining digital collectibles with physical apparel to make the physical products and garments they create more valuable and personalized to the young generation digital-native consumer.

However, this introduced a crucial challenge: how do you inextricably link the physical garment to an NFT token which exists in the digital realm? How could customers be assured that the hoodie they received was indeed the authentic product paired with the exact NFT they purchased and proves ownership? Traditional authentication methods such as labels or certificates, QR codes with standard URL links could be easily replicated, passed around digitally or lost, diminishing confidence in the purchase and the brand.

SOLUTION

Integrating Qliktag's NFT + NFC Technology

"Fear No Man" sought a secure and reliable solution to bridge the gap between digital NFTs and physical hoodies. They partnered with Qliktag, a cutting-edge technology platform offering a Software-as-a-Service (SaaS) solution for tokenizing and pairing physical assets with digital NFTs using special type NFC tags that are unclonable and feature digital experiences that can only be activated with physical custody of the product in the real world. Qliktag provided "Fear No Man" with a comprehensive solution that included the platform for creating the digital experiences and managing the item data, secure NFC tags for apparel which are washable, NFC encoding hardware and installable software for writing tags.

IMPLEMENTATION

"Fear No Man" collaborated with Qliktag to integrate their NFC technology into the garment post-production process. The brand minted their NFT tokens directly on OpenSea uploading the unique designs that each NFT represented in the digital realm. Qliktag supplied custom manufactured type-4 NFC tags with the NXP NTAG 424 DNA chip and form factor specifically for use with washable apparel.

Decentralized Web3 art collective FAD DROP along with Fear No Man Clothing, integrated the chips into fabric labels that could be sewn to the garments. Each hoodie was embedded with an unclonable and verifiable Qliktag during the post manufacturing stage. The NFC tag stored a unique link to the corresponding digital NFT on the blockchain which can not be copied, cloned or shared in any way, ensuring that each physical hoodie was digitally connected to its virtual counterpart.

AUTHENTICATION

The Process for FNM Customers

Upon purchasing an NFT-paired hoodie from "Fear No Man's" exclusive line on OpenSea, customers received their physical hoodie along with instructions on how to authenticate it. To verify authenticity, customers had to use an NFC enabled smartphone or iPhone, simply unlock it without the need to download any app and to tap the embedded NFC tag on the hoodie with their phone. This instantly brings up an experience in the customers default phone browser indicating whether the hoodie is an authentic Fear No Man product or a possible counterfeit. Other than instantly validating the product's authenticity, the NFT details paired with an ownership history on the chain are visible through the paired NFT.
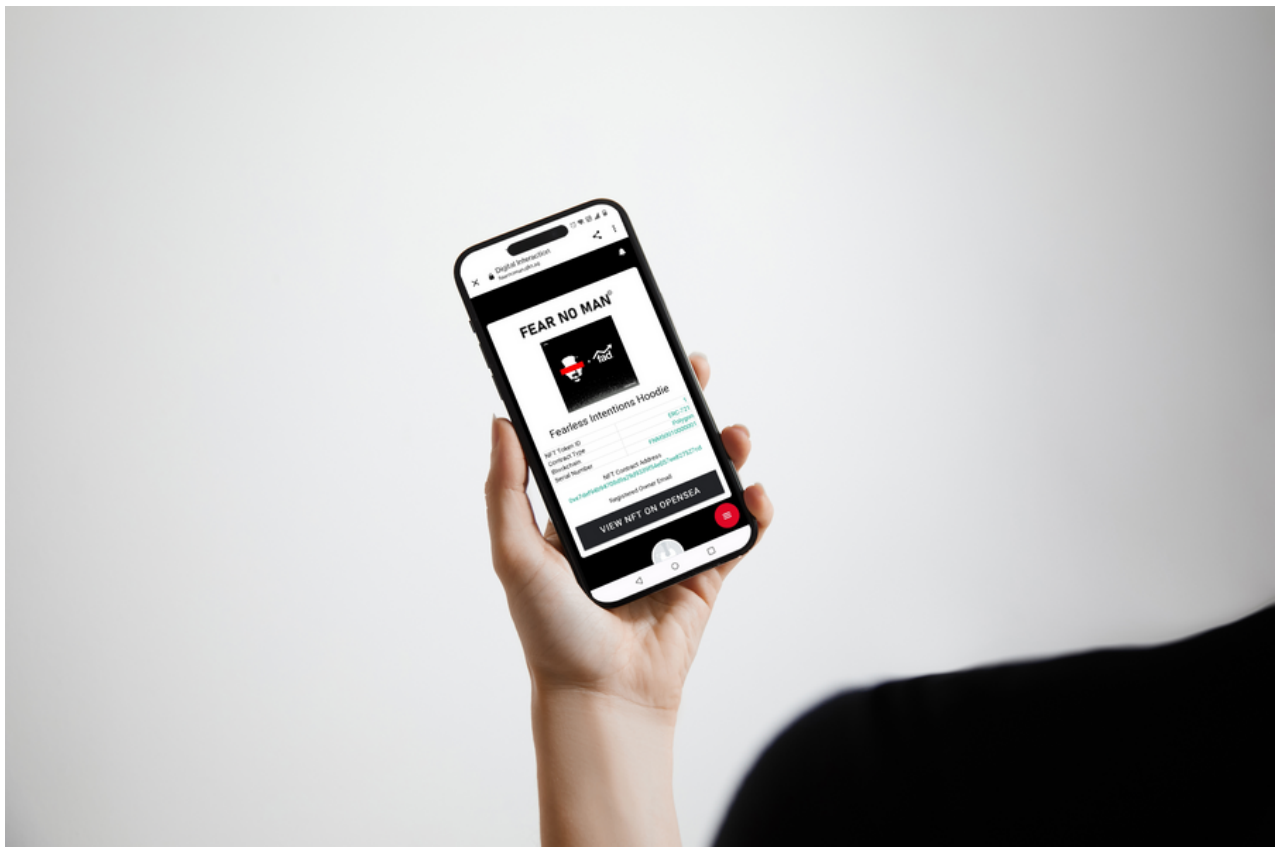
THE END RESULT
Connecting the Physical Product to Digital World Capabilities

By adopting Qliktag's NFC technology solution to create a hybrid product, "Fear No Man" accomplished several objectives:

- **Enhanced Customer Trust:** Customers gained confidence in their purchase knowing they could verify the authenticity of their hoodie.

- **Unique Ownership Records:** The blockchain-based system ensured a transparent and immutable record of ownership, further increasing the collectible value.

- **Protection Against Counterfeiting:** The unclonable and secure NFC tags made it significantly tougher for counterfeiters to replicate the product and NFT pairing.

- **Seamless User Experience:** The authentication process was user-friendly, requiring no app downloads and only a simple NFC tap to access ownership information.

- **Increased Value:** since the garment is limited to a total of 100 and completely unique as well as digitally tokenized and tradable, the clothing becomes a value collectible and the value to the consumer as well as those who would like to own it is increased. Ownership can easily be transferred to a new owner in time through a digital wallet.

- **More Personalized:** With the ownership information maintained through the blockchain but also accessible physically through the hoodie itself, the clothing is more personalized and as a result has more emotional connection with the brand and the product for the customer.

CONCLUSION

Innovation & Impact

"Fear No Man" leveraged the integration of Qliktag's technology solution in being able to create something new, innovative, forward thinking and cutting edge in the world of fashion. The brand is inspired by culture and is in itself a brand that inspires so many with a powerful message. With this new limited line of technology enabled fashion, the brand further distinguishes itself, stands out and connects with a new generation of digital savvy customers. The brand plans to showcase the line at the next Paris Fashion Week.

"Fear No Man" successfully addressed the challenge of verifying authenticity for their NFT-paired high fashion streetwear hoodies. The seamless integration of secure NFC tags and blockchain connectivity empowered customers to authenticate their purchases, resulting in increased confidence, customer trust, and a strengthened brand reputation. As the fashion industry continued to explore the potential of NFTs and blockchain technology, "Fear No Man" emerged as a pioneer in combining digital collectibles with physical apparel, setting an example for other clothing companies to follow.

CONTACT US

QLIKTAG OFFICE

120 Newport Center Drive,
Suite 100,
Newport Beach, CA 92660

CONNECT

- Phone - +1 949-760-38888
- Email - info@qliktag.com
- Website - www.qliktag.com