

Nike and RTFKT release 'first' digital Nike Trainer NFT based on Air Force 1



London, United Kingdom Apr 24, 2023 ([Issuewire.com](https://www.issuewire.com)) - W3S Group investigates global sports brand Nike and digital fashion label RTFKT's latest collaboration. The two have collaborated to create a new digital Nike Trainer NFT based on the iconic Air Force 1 and though they claim it to be the first of its kind, W3S thinks differently.

This release is claimed to be the first-ever digital Nike Trainer NFT, which features a 3D representation of the classic [Air Force 1 sneaker](#) in a unique digital form. The NFT also allows owners to 'forge' a real version of the trainers.

However, some may question whether this release is a cash grab or a mistake by a large web2 brand. It is important to note that Nike and RTFKT have previously released the Nike Dunk Genesis Cryptokicks NFT, which included a depiction of what appear to be Nike iconic sneakers complete with trademark swoosh. It is possible that this new release is an extension of that previous collaboration and further exploration of the potential of NFTs and digital fashion but no reference to the original release has been alluded to by the brands.

"Here at [W3S Group](#), we were left scratching our heads at the claim that this was the first Nike/RTFKT trainer to be made available." Said [Jonathan Pullinger](#) of W3S Group. 'Many of us own the [RTFKT Nike Genesis Crypto Kicks NFT](#) and wondered why this was omitted in the latest round of marketing by the two'.

Regardless of any past releases, the new digital Nike Trainer NFT is visibly impressive and an exciting addition to the world of NFTs and digital fashion. The collaboration between the two has been further cemented by Nike sharing the release on their main social media accounts and they even had a very eye-catching 3D ad in Tokyo to celebrate the launch.

At W3S we believe that this demonstrates the potential for traditional brands to embrace the metaverse and engage with consumers in new and innovative ways and how caution should be taken when generating the media narrative around a new collection. For more information about how W3S can help your brand cross the digital divide, drop us a line at <https://w3s.group>.

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Source : W3S Group

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