Coach launches first NFT collection

By Jennifer Braun  -  20 December 2021

Coach announced on Friday the launch of its first range of non-fungible tokens (NFTs) featuring eight Coach Holiday animals from the house's recently launched Snow City digital game.

The launch marks the finale of the house's 80th anniversary year and celebrates its holiday message of 'Give A Little Love'. The range features 80 one-of-a-kind pieces of digital art including Coach's beloved mascot Rexy, Fuzz the polar bear, Belle the penguin, Holly the deer, Ginger the fox, Paddles the goose, Luna the owl, and Spike the hedgehog.

Ten unique NFTs of each animal will be given away over eight days, with one animal released per day from December 17 to the 24. Each giveaway will include one Coach Holiday animal. Moreover, each Coach NFT grants the right to receive one complimentary made-to-order Rogue bag gifted to the initial holders of the Coach NFTs in 2022.

Coach, a Tapestry Inc. brand, is the latest fashion brand to launch a collection of NFTs. Most recently, Adidas said Thursday it was releasing its first NFTs, while Paris fashion house Givenchy unleashed an exclusive NFT collection last month. Other luxury brands to take the plunge into NFTs include Dolce & Gabbana, and Jimmy Choo.