DressX partners with Bershka on digital fashion collection

By Jennifer Braun - June 19, 2022

Fashion-tech company DressX is teaming up with Bershka on the launch of a digital fashion collection.

The partnership celebrates the launch of Bershka AR looks with the introduction of eight AR fashion pieces allowing the digital fashion community to browse and try on the collection first, on the DressX app. Bershka is part of the Inditex Group, which also owns Zara, Pull&Bear, Stradivarius, Oysho, Massimo Dutti, and Uterqüe.

The collection features the iconic Smiley brand, which celebrates its 50th anniversary this year and includes garments and accessories including sporty shorts-and-sweater twin sets, T-shirts, bermuda shorts, shirts and tops, as well as swimwear and accessories like sunglasses, stickers and even a specially created fragrance.

DressX is a metacloset of digital-only clothes, NFT fashion items and AR looks and has collaborated with a number of fashion companies, featuring collections from Burberry, Balenciaga, Off-White, Dolce & Gabbana, Khaite, Palm Angels and more.

Most recently, in March 2022, the company opened its own NFT marketplace nft.dressx.com, starting with a fundraiser drop.

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