

Maison Margiela Releases the Iconic Tabi Boot as Digital Collectibles

Two Limited Edition MetaTABI NFTs, created with The Fabricant, launch with a range of token-gated benefits

PARIS, March 6th, 2024: Maison Margiela, the Parisian haute couture house, is launching their iconic Tabi shoe into the metaverse. The Maison Margiela MetaTABI, which will be available for mint as an NFT, represents a milestone step into token-gated products and experiences for the Maison.

The instantly recognisable, split-toe silhouette will launch in two distinct editions: a super-limited MetaTABI in white (15 units), and a limited edition MetaTABI in black (1500 units), each with a range of digital, physical and mixed-reality benefits for holders.

This project is brought to life in collaboration with leading digital fashion house, The Fabricant, and supported by Brave Virtual Xperiences (BVX), the Web3 and virtualization unit of OTB Group, as well as Aura Blockchain Consortium, the non-profit who elevates luxury through blockchain solutions.

Commenting on the launch of the MetaTABI Collection, Stefano Rosso, Chairman of Maison Margiela and CEO of BVX said: "In a time where we are seeing technology being integrated more and more with the physical world, it is fundamental for the luxury industry to experiment and explore these digital realms. At Maison Margiela, we believe that innovation is key to advancement in our industry, and it is an opportunity to further express the identity of our brand. Therefore, we are delighted to launch this new project, the very first Web3 initiative of Maison Margiela which is also linked to a physical product."

Supported by The Fabricant, the metaverse-ready designs offer a unique fusion of craft and innovation. This approach ties in with Maison Margiela's value of connectivity between the house and the community that activates it. This partnership demonstrates a remarkable fusion of traditional craftsmanship and digital innovation. Together, the brands pave the way for a new era in fashion, where heritage and technology converge to extend creative expression in the fashion industry.

Kerry Murphy, Co-founder of The Fabricant, commented: "With the MetaTABI, we're introducing a revolutionary format for Maison Margiela's iconic Tabi boot, blending tradition with innovation like never before. Through this partnership, users can experience an immersive preview of the Tabi boot via Augmented Reality (AR), while the physical-backed token offers access to a new world of utilities and benefits. This collaboration redefines the fashion experience, marking a new era in fashion accessibility and creativity."

Two Exclusive Editions with a Range of Benefits

Both editions are scheduled for release in late March 2024, symbolizing a visionary new direction for the Maison, where traditional boundaries are redefined, and new possibilities emerge.

The super-limited MetaTABI boot in white, which is available in 15 pieces, will come with an exclusive, custom-made physical Maison Margiela Tabi boot, linked to a, the MetaTABI digital collectible with, and a range of metaverse and Augmented Reality (AR) utilities to explore. Sharing the same metaverse and AR utility, the limited edition MetaTABI boot in black, which is limited to 1500 pieces, will come with a custom-made Maison Margiela leather wallet.

Owners of the digital boot will also be able to virtually experience the product through AR tools, metaverse worlds and a range of gaming integrations. With these utilities and holder benefit to the fore, the two-item digital drop will truly highlight the brand's ambition to extend its presence beyond the physical boundaries. Moreover, the MetaTABI digital collectible also represents a mint-pass that will give priority access to all future collections that the Maison will present in its Web3 roadmap.

The MetaTABI Collection will be dropped on The Fabricant platform, using a Multi Token Minter smart contract from Aura Blockchain Consortium. All those who were successful in securing tokens in Maison Margiela's Web3 numbers game, Maison Margiela VIC, The Fabricant community members, and all those who signs up for the pre-sale newsletter and Discord channels will be invited to mint the exclusive MetaTABI 12 hours ahead of the public launch.

Both drops will be deployed on Ethereum mainnet, and minting will be available on The Fabricant platform and tradeable on OpenSea and any ETH marketplace integrated with ERC-721 smart contracts.

About Maison Margiela:

Maison Margiela is a Parisian haute couture house founded on ideas of nonconformity and the subversion of norms. Under the creative direction of John Galliano, collectively shared dress codes are inverted and redefined in an analytical wardrobe proposal for the digital age. Driven by instinct, the Maison is devoted to uncompromising creativity invigorated by values of authenticity, radicality and self-expression.

Revolutionary and cutting-edge, the Maison's premise observes the philosophies of the Belgian designer Martin Margiela, who founded the house in 1988 under the label Maison Martin Margiela. Considering fashion as an art of meaning rather than a cult of personality, Martin Margiela built the Maison on codes of anonymity, intrigue and deconstruction: thought-provoking elements that continue to permeate its present-day collections. Among Maison Margiela's historical signatures are the blank, white label and its four stitches, the numeric coding, and the use of brush-stroked white paint, which continue to signify the hand of the Maison today.

Appointed Creative Director in 2014, the British couturier John Galliano exercises his visual language to expand on the grammar of Maison Margiela, creating a new technical vocabulary that cements the house's position as a singular and autonomous entity in the realm of luxury.

Maison Margiela has held the Haute Couture appellation since 2012. The house became part of the OTB Group in 2002.

About The Fabricant:

Established in 2018, The Fabricant stands as the leader in the digital-only fashion landscape, merging technology and fashion craftsmanship. Through The Fabricant platform, brands and creators can

extend their collections into augmented reality and gaming experiences. The Fabricant creates a new fashion ecosystem where creativity flourishes, establishing them at the forefront of high-quality, metaverse-driven fashion innovation.

Media Contact Information

For media inquiries, please contact: Otb@cw8-communications.com