



PHILIPP PLEIN

**PHILIPP PLEIN Crypto Concept Store**  
**Thursday 28th May, 2022**

**Post Event Report**




PHILIPP PLEIN

Evening Standard

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## Mayfair luxury fashion store Philipp Plein to become 'first in London' to accept cryptocurrency

VIEW COMMENTS



By Jonathan Prynn Consumer Business Editor @JonPrynn | 58 minutes ago

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**A** huge new luxury fashion store in Mayfair opening on Thursday claims to be the first in London to accept payment in cryptocurrency.

The Bond Street flagship of the German designer Philipp Plein, whose celebrity customers include Paris Hilton, Kylie Jenner, and Snoop Dogg, will allow customers to pay in 20 leading digital currencies including Bitcoin and Ethereum.

It will initially open as a "pop-up" on four storeys selling lines such as a gothic denim jacket for £6,125 and crystal hi-top trainers for £5,210 but will close at the end of the summer for a refurbishment and reopen permanently over five floors in the Autumn.

The 44-year-old designer told the Standard he expected around five per cent of sales to be paid in crypto initially, matching the level on the online store.

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The crypto prices will be updated every 10 minutes to reflect changing exchange rates and can be checked through a QR code on products in the store.

The new Mayfair store - his first in London - will trial the idea ahead of it being rolled out to his 100 other outlets around the world, if successful.

Mr Plein said: "We chose London first partly because the British government made a big statement about being a world leader in cryptocurrency and it announced plans to mint its own NFT (non-fungible-token) a few weeks ago.

"Also because London is a huge financial hub and one of the most important cities in the world. We got an opportunity to test it with an international audience in a prime location. If we want to play with the big boys we have to be here."

The store at 9 Old Bond Street was previously the "collection townhouse" for rival luxury fashion label Michael Kors, but it closed during the pandemic.

Mr Plein conceded that crypto payment is slower than by cash, credit card or Apple Pay as it typically takes three to five minutes to connect to the customer's crypto "wallet" and complete the transaction.

But he said the option would prove popular with younger buyers "who invest in crypto and see it as a kind of lifestyle movement. A lot of people really believe in it and have made a lot of money with crypto. A lot of money comes fast to these people and they spend it fast too".

The store will have accessories and footwear on the ground floor, while the second and third floors will showcase the Philipp Plein Spring/Summer 2022 collection

The third floor is described as the Museum of NFT Art (MONA) where "meta-addicted experts and Web3.0 newcomers can admire the new Crypto King\$ NFT art collection in the first physical art gallery of the Metaverse".

Mr Plein said: "It's inevitable that the fashion world moves into the Metaverse, and we're truly thrilled to pioneer this exciting new era," says Plein. "In our crypto-concept fashion store, the first-ever in the world, we give digital elements a physical presence."

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## London's Bond Street

"We want to help people enjoy this technology, and we want to make it accessible. We're looking at it from a consumer perspective," said Plein of his pop-up crypto store on London's Bond Street.

By SAMANTHA COHEN APRIL 28, 2022, 4:40PM



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**LONDON** — Phillip Plein is sending a shock down Bond Street with a new lime green "crypto store" that offers prices in alternative digital currencies, an NFT art gallery and a free trading platform for metaverse art.

For all those who are clueless, or just confused about NFTs in particular, Plein has the answers. He wants people to understand them — and to have fun with them, too.

He's so passionate that he's hitching complementary NFTs to physical products in the store, namely the sparkly high-tops that are part of the revamped **Plein Sport**, the designer's first "metaverse-native" fashion line.

He even gifted branded NFTs to special guests at Thursday night's store opening party, where Stefflon Don, the British Jamaican rapper, performed.

On the second floor at MoNA, his new Museum of NFT Art, Plein pointed to a pair of glittering, electric orange high-tops on display inside a glass case.

They're one of 10 sneaker styles, each of which comes with an NFT counterpart. The latter can be enjoyed as artwork or "wear" — metaverse slang for traded — into a digital wearable to outfit avatars populating Decentraland.

"It's playful to buy a product — and get a free NFT with it," Plein said. "Even if you know nothing about NFTs, you'll ask yourself 'What do I do now? Maybe I'll get a digital wallet for \$100, hang it on the wall or trade it, read it — and make some money!' And then all of a sudden, you become a collector."

Plein said he's not expecting to make money on the NFTs he's currently minting. "I make money with clothes, and I'm not a speculator. I want to give you, the customer, some NFTs, and I want to be a pioneer" in the space, he said. By September, Plein added, some 30 percent of the physical product he sells will have free NFTs attached.

Crypto payments and NFT bonus art is just the tip of the virtual iceberg for Plein, who is an evangelist for the metaverse. He believes it has enormous potential for his company, his customers and consumers, generally. In a few years' time, he thinks the switch from the internet to the metaverse will be like the transition from radio to TV, or from radio to the first cinema experience.

"You cannot even imagine what it will do. And it will become very powerful when brands start to make money with it," he said.

For Plein, it's not about minting profits — yet. He wants to learn more about the metaverse and bring his customers, and community, along for the ride. He also wants to position the brand for success when the time, virtual universe reality takes off.

He recently splashed \$1.4 million on the acquisition of Plein Plaza, a 176,328-square-foot plot of land in the Decentralized metaverse. One of the three skyscrapers he's "building" on the site will house the Block platform where digital artists will be invited to showcase and sell their creative work without paying the usual 20 percent commission.

The new trading platform will allow users to check statistics related to the NFT market, while buyers will be able to bid for custom NFTs created by their favorite artists. Plein said he will do the marketing, contracts, sales platform analytics and offer advice regarding the royalties from original and secondary sales.

The digital visual artist Antoni Tudisco will play a role in the creation of the overall Plein Plaza project, which will include stores, entertainment, a hotel and luxury residences.

Asked why he made the investment, Plein said he's gaining knowledge, experience and learning how to operate in a new world.

"I see it as a school fee," Plein said. "The real value for me is not the land, but in the knowledge that we are gaining. Already we've had a fashion show and other [events] where we attracted thousands of people. It's important to be there to experience it, to build and to learn. This is the beginning. You have to start somewhere."

Plein also sees his metaverse investments as a necessary way of marketing in a LD world.

"We have to bring people into the stores, give them a reason to get excited about the brand. It's a communication tool. It's important to have the young generation, the new investor, and others coming to us and getting into the brand. I'm still independent, and I have to survive. Look out the window. I'm the smallest kid on the block here — and I'm also the youngest," he said.

The store at 9 Bond Street, formerly a Michael Kors unit, is a work in progress. Plein and his team have temporarily refurbished three of the five floors, with retail on the ground and first levels and MoNA on the second floor. Neighbors on the street include Valentino, Stella McCartney and Cartier.

Plein is keeping the store open until the end of August to catch the Middle Eastern tourists who normally flock to London in the summer. In September, he's planning a major renovation and will transform it into a flagship store, complete with crypto and metaverse brands.

The store, with its electric lime carpets, metallic gold palm trees and crystals and ables everywhere, currently stocks men's, women's and accessories. Each product carries a QR code that contains the price in pounds, and in 25 cryptocurrencies. Plein said he's proud to offer that sort of sophisticated technology in a physical store.

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**Meta-Minded**  
Hermès is tapping a senior Google executive for its bootstrap aims to make a bigger push into the metaverse.  
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**Match for Michael**  
Kors has teamed up with legendary brand H&M for a collection, with ads featuring Emily Ratajkowski.  
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**Texas-Bound**  
Hermès is opening a store in Austin, the third city in Texas, but with a location that has no other luxury retailers nearby.  
Page 2



## Play Time

What would a Thom Browne show be without a theme? For his show in New York on Friday night, the designer was inspired by the blend of Minifit Toys from the '80s-Frisbee Friday™ animated film. So think toys, both children's and adults'. The result is a Browns-ian world of elongated, blown-up or shrunken shapes, embroideries and preppy touches, like the preview looks seen here. Even Hector his dog was in the mood to play. For more, see pages 4 and 5.

PHOTOGRAPHS BY LEXIE MORLAND

## Secrets to Success? Uncovering The Bay

● The Canadian retailer's chief merchant, Laura Janney, details unprecedented changes that have happened over the past three years.

BY DAVID MOEN

The Bay in Canada dates back 122 years, but there is an increasing energy determined to establish a sense of discovery and newness.

"Every single day, someone says, 'I didn't know you carried that brand.' I get that all the time," said Laura Janney, the chief merchant of The Bay.

It means people are noticing the retailer's evolving mix of brands and categories and that more could be done to raise awareness and revenues.

"We are in some respects, as large as we are, the best kept secret," said Janney.

CONTINUED ON PAGE 16

## Louis Vuitton Opens New Boutique in Lille

● L'Ultraviolet has been painstakingly renovated over the past year.

BY MELISSA SOCHA

For high flying Louis Vuitton, you might say the luxury world is its oyster—and now it has L'Ultraviolet, an art deco landmark in Lille, France, that has been associated with fine art since 1928. (Lille is the French word for oyster.)

On Thursday, Bernard Arnault, chairman and chief executive officer of LVMH Moët Hennessy Louis Vuitton, and Michael Burke, chairman and CEO of Louis Vuitton, traveled to the city in northern France to christen a most unusual, colorful and atmospheric Vuitton boutique.

Home to a Michelin-star restaurant until 2018, L'Ultraviolet has been painstakingly renovated over the past year, preserving its hand-painted and fully tiled interiors, reflecting a time when it also sold wall-to-wall clothing based down the main walkway at the end of the day.

"L'Ultraviolet is on a host of special categories—a 100-year-old map, glass vase maquette, literature, sculpture and clock. It's a corner of the store that display inside a glass case.

They're one of its masterpieces, each

CONTINUED ON PAGE 16



PHILIP PLEIN

## Phillip Plein Opens a Metaverse Experience

● The designer has opened a pop-up crypto store on London's Bond Street that wants to blend the physical world with the metaverse and NFTs.

BY SARAHAN COVAT

LONDON — Phillip Plein is sending a shock down Bond Street with a new three-story "crypto store" that offers prices in alternative digital currencies, an NFT art gallery and a free trading platform for investors.

For all those who are chafed, or just confused about NFTs in particular, Plein has the answer. He wants people to understand them—and to have fun with them, too.

He's passionate that he's bringing complementary NFTs to physical products in the store, namely the quality high-ups he has put of the revamped Plein Space, the designer's first "metaverse-native" fashion line.

He even gifted branded NFTs to special guests at Thursday night's store opening party, where streeties, too, the British fashionist in rapper, performed.

Plein said his dream is to have people like his artist name "Miles".

"The vision is to bring this to people like my friends, to their virtual universe, it's a playful way. We want to help people enjoy this technology, and we want to make it accessible. We're looking at it from a consumer perspective," said Plein, who was firing wild energy as he toured the space on Thursday afternoon.

It's the second floor at M&S, his new Museum of NFT Art, Plein pointed to a pair of sneakers, which hang high up on a display inside a glass case.

They're one of its masterpieces, each

which comes with an NFT counterpart. The latter can be signed as artwork or "burned" (destroyed) along for milled—into a digital wearable to outfit avatars populating Decentraland.

"It's playful to buy product—and get a free NFT with it," Plein said. "Even if you know nothing about NFTs, you'll know what do I do now? Maybe I'll get a digital wallet for it or hang it on the wall or trade it, melt it—and make some money" and then at a sudden, you'll become a collector."

Plein said he's not expecting to make money on the NFTs but currently making "a tonne of money with clothes, and I'm not a speculator. I want to give you, the customer, these NFTs, and I want to be a pioneer" in the space, he said. In September, Plein added, some 20 percent of the physical product he sells will have free NFT attached.

Crypto payments and NFT bonus are to just the tip of the virtual iceberg for Plein, who is an evangelist for the metaverse. He believes it has enormous potential for his company. His customers and consumers, generally, in a few years' time, he thinks the rich to be the internet to the metaverse will be like the transition from radio to TV, or from radio to the internet, cinema experience.

"You cannot even imagine what it will do. And it will become very powerful when brands start to make money with it," he said. For Plein, it's not about making profits and monetizing, but about making money and getting into the brand. The store will be independent, and fully self-sufficient. Last week, Plein's online sale took the block here and there at 9 Bond Street, formerly a Michael Kors unit, a work in progress.

Plein and his team have temporarily redefined three of the five floors, with retail on the ground and first levels and M&S on the second floor. Neighbors on the street include Valentino, Prada, McCartney and the Ace open office.

Plein is keeping the store open through the end of August to catch the Middle Eastern tourists who normally flock to London in the summer. In September, he's planning a major renovation and will transform it into a flagship store, complete with crypto and metaverse features.

The store will feature live digital crypto, metallic gold palm trees and crystals and three ever-evolving, colorful black and white, women's and accessories. Each product carries a QR code that contains a piece of data, such as 25 cryptocurrencies, and Plein said he's proud to offer that sort of sophisticated technology in a physical store.

Digital currencies fluctuate every 10 minutes or so, so prices can be hard to pin down. With the QR code, customers paying with crypto can see the exact price, and pay on the spot. Plein said so many of his customers are using crypto, less than the brand's 10 million euros in online turnover, 20 percent came from cryptocurrencies. (Ultimately, Plein is another consumer who doesn't have a clear about crypto to pay cash for the NFTs he makes and sells.)

The M&S floor of the Bond Street store is a physical art gallery of metaverse and NFT creations. The walls are lined with eight rectangular screens showing art by the Crypto Kings and 18 Metaverse Equid.

There is also a piece of the NFT's least Monitor video game, which the brand plans to launch in mid-May. Buyers will be asked to collect new, exclusive NFTs similar to an arcade treasure hunt, and find, buy, exchange and upgrade the different NFTs. The game has an "Who who, who, Plein, and it will be available for a limited period.

At the end of the game, players will have the chance to win high-level items such as the Phillip Plein Mercedes-AMG GT, an Apple watch or diamond prong.

In the spirit of linking the physical and metaverse worlds, there are acquisitions of the little moment on display in the black room on Bond Street. Chubby, colorful and artistically evocative, they stand ready to accompany their owners into a metaverse, but not so, says, an observer.

## How to Metaverse

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FASHION

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## Philipp Plein launches crypto concept store, 'groundbreaking' NFT platform

Luxury designer Philipp Plein shows his still new London flagship on Old Street in London to launch his new 'crypto concept store', with plans to roll it out in many more stores within a few weeks.



PHILIPP PLEIN

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The brand's "store of the future" looks like a regular Philipp Plein luxury boutique at first glance, but the "we take crypto" signs and QR codes next to the products on display are the first clue that something different is going on.

The QR codes are a step forward from the more manual process the company previously utilized to store and replicate the collectible merchandise already.



Plein told FashionNetwork.com that his was the first luxury fashion company to accept crypto and is marking this new phase because of how important he thinks it is to his business.

"I thought in the beginning it's very cool and different. I wanted to experience. I wanted to see what it does to me and my business and my customers and if it would work or not," he said. "So we started and I immediately thought how important it is, how powerful it is and how many people are actually using it. That was very surprising to me and to the people in my company."

He added that the firm's overall online retail turnover last year was about 4.5 billion and about 3% of that came from crypto. "We can double that this year," he insisted.

The challenge with using crypto is that the currency's value is changing fast — in fact, every few minutes. "We have to update it in the stores and online all the time," Plein explained.

"Every product is available to pay in crypto, but you can't just get a price tag on products that's changing every 30 minutes, so we have QR codes. You scan with your phone and you have a picture of the product and the price in all the currencies. We're using the QR system from today and will roll it out in our new stores in the next two weeks."

### NFT ART PLATFORM

But the 'crypto store' concept is about more than just paying in any one of the 25 cryptocurrencies the label accepts. And it's open to the main retail selling space that in virtual world really means to Plein.

There, visitors can find The M.O.N.A. (Museum of NFT Art), described as "the first physical art gallery of the metaverse." They can see a mega screen that projects Plein's Plein, the last bought for \$1.1 million in the virtual world of Decentraland. This will introduce clients to the metaverse, guiding everyone into the new dimension and helping them create their own avatar for experiencing virtual trips.

It comes as the brand also launches its very own NFT marketplace that can also be found on the M.O.N.A. floor.

It includes an NFT art collection realized by the Crypto Kings, displayed on eight screens. There'll also be physical artworks belonging to the 'all Monsters (artwork), with all of it designed to make the store not just a flagship, but "a cultural, artistic, fashion and futuristic hub".

The M.O.N.A. is part museum, part independent platform for the promotion of new NFT artists that's designed to boost the NFT market.

Consumers can buy digital art, bid on auctions and have direct contact with the creators through their profiles. They can check statistics related to the NFT market and access the first ever service that allows buyers to bid for a custom NFT created by their favorite artists.

Philipp Plein will provide marketing, contracts, sales platform, analytics, deal with secondary sales and more.

Plein told us that the company's NFT sales this year, while still small relatively speaking, have nonetheless been impressive.

"Our NFTs included our PleinExpert members, and Monsters," he said. "Between those two we did 6 million sales since or less in the last three months".

But it's the move to build the company's own platform that's quite trailblazing on this front.

"It's very complicated to sell NFTs," Plein said. "We needed third parties to be involved to assist, produce and sell them. We didn't like that so we said 'let's do it ourselves'. We created MONA and MONA-art. This will become a leading platform in NFT trading because we will offer our services for free on the platform. That's groundbreaking. But being here in a physical location is two. I don't know too many art galleries that do this".

He added: "What's different here also is that you can buy an NFT in cash. You can't do that online, you have to pay mainly with crypto, so 90% of the platform only accept crypto. That's the advantage of physical locations. We'll roll this out in 100 stores by the end of the year".

### EVERYONE'S AN ART COLLECTOR

It's all part of Plein's plan to make "his really accessible for the consumer, and playful". And the company is going out of its way to bring its customers into the virtual world, even when they haven't directly chosen to enter it.

"I can link physical products to NFTs," he said. "If you buy a sweater in the store, you automatically get an NFT. I make you — in a playful way — start to become a collector. Don't just be an owner, be a collector! If you own a piece of art, you're a collector. And an NFT is a piece of art".

But what does it do with that piece of art? "That's what my market would say," Plein laughed. "I say, 'no problem'. In our store, we're selling screens — picture frames — to hang them on the wall. Small ones, big ones. Some to put on the table. You can display an NFT like a painting in your home. You can just look at it. Or you can resell your NFT in the secondary market. We sold those NFTs for 1200 and they were later trading for 25,000".

And if the brand's customers are still looking to profit from their visit to Philipp Plein, the brand is also launching a new exclusive NFT videogame, available for a limited period. "Recalling a mood of the 80's, players have to collect the new exclusive NFTs like an arcade 'business laser'. Fishing, buying, exchanging and upgrading the different NFTs". And at the end of the game players are in with a chance of winning a real diamond gift.

It's all big news for the brand that in so many ways is turning its existing business model (creatively designing, making and selling luxury clothing, shoes and accessories) on its head.

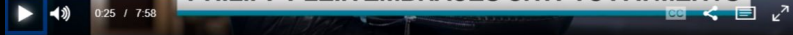
So even to Mr Plein for the last word: "There will in just two to five years be a secondary world that will arrive much faster than you think. The metaverse is going to change the whole world and it's going to change consumer products too".

### Philipp Plein on his Crypto Concept Store, Future of Shopping



**Philipp Plein**  
PHILIPP PLEIN INTERNATIONAL  
FOUNDER

**PHILIPP PLEIN EMBRACES CRYPTO PAYMENTS**



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## Philipp Plein on his Crypto Concept Store, Future of Shopping

April 29th, 2022, 1:06 PM GMT+0100

Philipp Plein, Philipp Plein International founder, discusses opening his flagship crypto concept store in London and the future of shopping. He speaks with Bloomberg's Francine Lacqua on "Bloomberg Surveillance: Early Edition". (Source: Bloomberg)

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## Technology

### Fashion Designer Philipp Plein Predicts Jump in Crypto Payments




Philipp Plein Crypto concept store in London on April 26. Photographer: David M. Beckett/Getty Images

By Tanzeel Akhtar, Francine LaCocq, and Sarah Sappaport  
29 April 2022, 12:41 BST

German fashion designer Philipp Plein, whose online store started accepting cryptocurrencies in August, expects purchases made with digital tokens to surge this year even after a steep drop in prices of such assets.

Plein expects purchases using crypto to reach 15 million euros (\$15.8 million) to 20 million euros in 2022, he said in an interview with Bloomberg Television on Friday. Last year, such payments accounted for some 3% of Plein's roughly 100 million euros of online revenue.

Plein's forecast hints at potential growth opportunities for retailers as digital assets gain more mainstream appeal. Cryptocurrency adoption among retailers has been held back by technical constraints and the volatile nature of digital coins — Bitcoin has lost more than 40% from a November peak and most other tokens have suffered even larger declines.



PHILIPP PLEIN OPENS CRYPTO CONCEPT STORE

7:58

© 2022 Philipp Plein. All rights reserved. Opening his crypto concept store in London. Source: Bloomberg.

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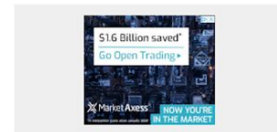
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"We saw that there was a big audience within the crypto community itself, so we gained a lot of new clients," by adding cryptocurrencies as a mode of payment, Plein said.

When Plein started accepting cryptocurrencies in August, Bitcoin had just started a rally that would see it peak at close to \$60,000 three months later. The biggest token has since fallen to just under \$39,000.



The Swiss designer's eponymous company now accepts 25 tokens — including Bitcoin and Ether — as means of payment, up from 15 in August. Starting this week, customers at its store in London's Mayfair district can pay with crypto. Plein, known for extravagant fashion shows featuring robots, luxury cars and helicopters, said he personally owns 170 Bitcoin, worth about \$6.6 million at current prices.

With assistance by Alice Athlins

# VOGUE BUSINESS

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**Philippe Rouleau's Best Buy Turns Clients Into Prospects**

**By** [Lacey Rose](#) | **PHOTOGRAPH BY** [DANIEL M. SHAPIRO](#)

**BY** **Lacey Rose** | **PHOTOGRAPH BY** **DANIEL M. SHAPIRO**

Philippe Rouleau, CEO of Best Buy, is a man who knows his clients. He's a former executive at the retail giant, and he's now the CEO of the company's private equity arm, Best Buy Capital. Rouleau has a knack for identifying and nurturing relationships with clients, and he's now using that skill to help Best Buy Capital grow its business.

Rouleau's strategy is to focus on high-quality clients who have a strong track record of success. He's looking for clients who are willing to invest in their future and who have a strong understanding of their market. Rouleau is also looking for clients who are willing to work with Best Buy Capital as a partner, rather than just a client.

Rouleau's success at Best Buy Capital is a testament to his ability to identify and nurture relationships with clients. He's a man who knows his clients, and he's now using that skill to help Best Buy Capital grow its business.

**Philippe Rouleau** is the CEO of Best Buy Capital, a private equity firm that is a subsidiary of Best Buy. Rouleau has a long history of success in the retail industry, and he's now using that experience to help Best Buy Capital grow its business.

**Best Buy Capital** is a private equity firm that is a subsidiary of Best Buy. The firm is focused on investing in high-quality companies that have a strong track record of success. Rouleau's strategy is to focus on high-quality clients who have a strong track record of success.

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**Philippe Rouleau's Best Buy Turns Clients Into Prospects**

**By** [Lacey Rose](#) | **PHOTOGRAPH BY** [DANIEL M. SHAPIRO](#)

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# Forbes

**Why Philipp Plein Has Launched A Web 3.0 Concept Store In London And A Metaverse Marketplace Online**

By [Author Name]

Philipp Plein has launched a Web 3.0 concept store in London and a metaverse marketplace online. The store is a blend of physical and digital retail, offering a unique shopping experience. It features a virtual storefront in the metaverse, where customers can browse and purchase items in a digital environment. The physical store in London is designed to be a hub for digital art and fashion, with interactive displays and a focus on sustainability. Plein's vision is to create a seamless integration between the physical and digital worlds, allowing customers to explore and purchase items in their preferred environment. The metaverse marketplace is a key component of this strategy, providing a platform for digital artists and designers to showcase their work and sell their creations. This move is part of Plein's broader strategy to embrace digital technology and expand his brand's reach in the fashion industry.


**Prime Video's New Content**

Prime Video has announced a slate of new content for the upcoming season. The lineup includes several high-profile titles, including a new action series and a documentary. The company is also investing in original programming, with a focus on diverse voices and stories. This commitment to original content is a key part of Prime Video's strategy to differentiate itself from other streaming services. The new titles are expected to attract a wide range of viewers, from action fans to documentary enthusiasts. Prime Video's investment in original programming is a testament to its commitment to providing high-quality content to its subscribers. The company's focus on diverse voices and stories is a reflection of its commitment to inclusivity and representation in the entertainment industry.

**Fashion Show**

A fashion show featuring models on a runway. The models are wearing elegant, light-colored dresses. The runway is set against a backdrop of a large screen displaying the show's branding. The atmosphere is sophisticated and professional, typical of a high-end fashion event. The show is part of a larger collection launch, showcasing the designer's latest designs. The models' movements and the lighting create a dramatic and visually appealing scene. The fashion show is a key moment in the brand's marketing strategy, allowing the designer to showcase their creative vision and connect with their audience. The event is well-attended and generates significant media attention, contributing to the brand's visibility and success.


# SHOWstudio




**CRYPTO KING PHILIPP PLEIN ON HIS NEW LONDON STORE AND THE METAVERSE**

PHILIPP PLEIN'S NEW LONDON STORE IS A STATEMENT OF HIS DESIGN PHILOSOPHY AND HIS INTEREST IN THE METAVERSE.


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HOME / NEWS / RETAIL / PHILIPP PLEIN EXPECTS RISE IN CRYPTOCURRENCY PAYMENTS

## Philipp Plein expects rise in cryptocurrency payments




Image: Cryptocurrency

By Don Alvin Adegeest  
2 May 2022

Philipp Plein forecasts customers to increase making purchases with cryptocurrency to rise to 15 million euros, after the company began accepting crypto in August 2021.

In an interview with Bloomberg television the German designer said crypto payments accounted for 3 percent of online sales of 100 million euros.

The company's forecast is indicative of a shift to implementing cryptocurrencies as a viable payment option in fashion stores, both online and offline.







A report published last year by Holland Fintech, "Cryptocurrencies in Retail: Consumer Adoption Report 2021", shows that crypto-consumers are scattered all around the world, from a variety of socio-economic backgrounds, though adopters tend to be young. 66 percent of Cryptohoppers agreed that "Crypto is a way for paying goods and services" and with 78 percent of crypto-shoppers choosing Bitcoin as their preferred currency.


Adopting blockchain technology in online and offline retail comes with its own set of challenges, with many retailers sticking to traditional payment methods.

BITCOIN BLOCKCHAIN CRYPTOCURRENCY PHILIPP PLEIN

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### Philipp Plein opens Bond Street 'crypto concept store'

LONDON, UK  
10/19/2022

f t in

Philipp Plein has launched a new 'crypto concept' in his London flagship store, offering prices in alternative digital currencies, an NFT art gallery and a free trading platform for metaverse art. Located on 9 Bond Street, the flagship features products that each carry a QR code containing the price in GB£ and 21 cryptocurrencies.

The store's second floor opens up to Plein's Museum of NFT Art (MUNA), the 'first physical art gallery of the metaverse'. Lined with eight rectangular screens, the space includes a project on of Plein Plaza, the **land bought for around £ 0.3 million in December** and its very own NFT marketplace.



Market-museum and part-independent platform, the MUNA aims to introduce customers to the metaverse and promote new NFT artists to the market. Customers can buy digital art, bid on auctions and contact creators directly through their profiles.

**Klarna. For business.** Bold moves defy expectations.

UNA SHOPPING EXPERIENCE 4.0

## Philipp Plein lancia il nuovo cripto format nel flagship di Londra

29 April 2022



Già all'avanguardia sul fronte digital, **Philipp Plein** rilancia con il flagship di Londra in Old Bond street. Nasce il negozio del futuro: tre piani dove assaporare una nuova esperienza di shopping 4.0.

Nel punto vendita, che si articola su tre livelli, spiccano i cartelli con le scritte "accettiamo criptovalute" e i prodotti sono corredati da codici Qr, che consentono di replicare in negozio l'esperienza online.

Si tratta di una sfida importante per la griffe, che già da mesi accetta pagamenti in molteplici forme di criptovalute sull'e-commerce e che già realizza il 3% del giro di affari retail online con questi sistemi. Percentuale che punta a raddoppiare nell'arco di un anno.

Il gioco non è facile, dal momento che il valore delle criptovalute cambia continuamente e che quindi il prezzo degli articoli va aggiornato continuamente, sia nei negozi che online.

Cosa che rende impossibile l'utilizzo di un cartellino. Per questo c'è il Qr code, che consente di avere il prezzo del prodotto in tutte le valute. Un sistema che sarà lanciato in oltre 100 negozi già a partire dalla prossime due settimane.

L'ultimo piano della boutique è focalizzato sul mondo digitale. Già lanciato su **Decentraland**, al **Plain Plaza**, il **M.O.N.A floor** (Museum of the Nft Arts) sarà «la prima galleria fisica dedicata all'arte degli Nft» dove saranno esposte anche opere d'arte fisiche, per arricchire l'experience.

Qui i consumatori potranno anche acquistare gli Nft e, grande novità, li potranno pagare in contanti, cosa non possibile online.

In questo piano un mega schermo proietta immagini del Plain Plaza, il land acquistato per 1,4 milioni di dollari nel mondo virtuale di Decentraland. Un modo per introdurre i clienti nel metaverso, aiutandoli a creare il proprio avatar e vivere viaggi virtuali.

Ma le novità non sono finite e il futuro incalza: gli appassionati di tecnologia infatti potranno soddisfare la loro sete di novità anche con il nuovo videogioco Nft esclusivo di Philipp Plein, disponibile per un periodo limitato.

c.me.

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Invia una e-mail alla redazione.