Nick Knight launches fashion NFTs in link-up with Zanaughtti and other creatives

By Sandra Halliday  -  26 August 2022

British fashion photographer Nick Knight — who’s also founder and director of SHOWstudio — is “bringing his long-standing digital fashion editorial process to the blockchain” this autumn with “an innovative NFT drop” called ikon-1.

He said he’s “pushing the boundaries of image-making with genre-defining, photorealistic avatars in collaboration with model and Instagram star Jazzelle Zanaughtti, better known by the social media moniker @Uglyworldwide. The collectable artworks feature digital fashion, make-up, hair, and nails by “a cohort of over 40 innovators, degens, and mavericks at the forefront of fashion’s digital future, personally curated by Knight and Zanaughtti”.

And the collection “features over 200 unique traits that have been produced to create 8,000 one-of-a-kind artworks styled by Zanaughtti”.

As well as photographing fashion, Knight has spent years immersing himself in it and working with brands as well
as fashion-focused celebrities. He’s also been big on technical innovation for decades.

He was an early adopter of 3D scanning in the 1990s and launched 3D collaborations with Kanye, Bjork, and Lady Gaga, as well as fashion labels including Burberry and Margiela.

The more-than-40 creatives who’ve contributed to his latest fashion image-making project include digital native designers like Tribute Brand and Scarlett Yang, as well as rising star Nusi Quero.

In addition to make-up looks created by Zanaughitti, the project features collaborations with hairstylist Eugene Souleiman, nail artist Marian Newman, and long-time SHOWstudio collaborator and digital artist Tom Wandrag.

Once minted, each ikon-1 NFT will have its own homepage with expanded views of the holder’s NFTs. The page acts as the gateway to SHOWstudio’s future Web3 fashion programming, providing early access to upcoming projects and drops.

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