

# Soccer Giant Paris Saint-Germain Drops NFTs for Blvck Paris Fashion Collab



Major soccer club Paris Saint-Germain F.C. and avant-garde fashion brand Blvck Paris are teaming up for an exclusive new collaboration fusing sports, fashion, and digital artistry, the companies announced in a joint press release Wednesday.

The collection includes physical apparel, but is led first by a digital fashion drop via NFTs, initially through an exclusive launch on the Crypto.com marketplace. The NFTs will enable early access to purchase the physical gear, along with other potential benefits for holders.

Offering 1,000 total NFTs at \$50 apiece, Crypto.com notes that 10% of the collectibles are special edition NFTs that can be redeemed for a box of physical items from the collaboration. The NFTs are minted on Cronos, a chain supported by Crypto.com. The physical fashion items in the collaboration are due out next week.

The companies have teased a couple pieces from the collection that take on the Blvck Paris monochrome aesthetic, including an all-black hoodie and soccer ball, each with white text. Other items planned include a t-shirt, welcome mat, and scarf with the same vibe.

Paris Saint-Germain has already made a number of moves in the crypto space over the last few years, including launching a crypto fan token with Socios.com and recently giving out free AI-generated posters minted as NFTs via Crypto.com. Star player Kylian Mbappé is also a brand ambassador for NFT fantasy soccer game, Sorare.

Editor's note: This article was written with the assistance of AI. Edited and fact-checked by Andrew Hayward.

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