

NFTs (Non Fungible Tokens) and Luxury Fashion: A Study of Consumer Acceptance and Future Potential

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ABSTRACT

Luxury fashion brands have been pioneers in experimenting with NFTs (Non-Fungible Tokens), which are a type of crypto-asset using blockchain to track the ownership of digital items. Having multiple shared characteristics with luxury fashion, NFTs digital artefacts are becoming attractive investments, for the growing consumer base of young individuals and tech enthusiasts. Leading luxury brands like Gucci, Balmain and Louis Vuitton have incorporated technologies to recreate brand images and reinvent consumer experiences, resulting in enhanced brand loyalty. However, the analysis of the success of these initiatives is based on anecdotal literature thus presenting the scope for primary analysis to back these claims.

With growing use of NFTs in fashion, academics and industry are inquiring how new technologies might reshape luxury brands, reinvent consumer experience, and alter consumer behaviour. Will young consumers, buy more fashion products in the digital world? Are Gen Z, more inclined than other consumer demographics towards digital and phygital fashion?

This research aims to develop a deeper understanding of the value of NFTs in luxury fashion from consumer perspective by drawing upon a mixed-method approach. Based on a qualitative focus group discussion and quantitative questionnaire analysis of data gathered from Undergraduate Fashion Design students of ATLAS Skilltech University (India).

Based on the results, it is reasonable to conclude that customers are interested in NFT fashion products and indicated willingness to purchase them but not without apprehension. Challenges continue to exist as NFTs and phygital fashion are still in early stages.

The research aims to contribute to the paucity of existing scholarly studies on consumer perception of GEN Z and acceptance of NFTs and their value creation within a luxury fashion. It provides preliminary insight into perceptions toward and potential value creation of NFTs for both the fashion industry and consumers to inform future

luxury digital strategies.

Keywords: Non-Fungible Token (NFT), digital fashion, luxury brands, fashion future, consumer behaviour

INTRODUCTION

Globally, retailing is rapidly changing, due to changes in technology and consumer behaviour (Grewal et al. 2017, 2021; Hagberg et al. 2017). The velocity of change demands retailers to innovate and experiment or risk stagnation. The global pandemic enforced closure of physical retailing, resulting in the unprecedented pivot to online. Because emergent technologies are disrupting retailing drastically, retailers need to think through their strategies carefully (Grewal et al. 2021, Grewal et al. 2017). Whether we consider the Internet, social media, mobile technologies, computing power, augmented reality (AR), artificial intelligence (AI), or robotics, we find new interfaces that grant consumers unprecedented access to information and consumption channels (Shankar et al. 2021). They can engage in virtually seamless connections with retailers, manufacturers, consumers, and influencers (Dolbec and Fischer, 2015, Grewal et al. 2017). As a result, consumers seek information and make decisions about products and services in radically new ways.

Within the luxury market the move from physical to digital channels saw the share of online purchases increase by 27% in 2021, to an estimated USD \$70 billion, some 2.5 times higher growth than pre-pandemic (WGSN 2022). Time spent in online environments by consumers has significantly increased, to both shop and socialise, and in turn, there has been a proliferation in retailers experimenting with creating new digital places, spaces, experiences and products for customers, fueled by novel technologies (McDowell 2020; WGSN 2022). These include social-commerce, Live-streaming, Artificial Intelligence (AI) voice assisted devices, shoppable TV, in-home personalised smart mirrors, virtual fashion, gamification and immersive e-commerce (Grewal et al. 2021; Humphrey 2021). For example, leading luxury fashion labels, like Gucci are attracting young shoppers by appearing in online games, in the metaverse and releasing in-game exclusive goods to encourage digital engagement (Bain 2021).

One such burgeoning technology which is generating increasing attention is NFTs (Kay 2021; Humphrey 2021), especially driven by Generation Z. These digital savvy shoppers are also the same consumer segment driving luxury growth, estimated to comprise 55% of all luxury consumers by 2025 (WGSN 2022), and the nexus of this study.

This research explores the intersection between fashion and the metaverse, highlighting case studies of luxury fashion brands using NFTs and what to expect in the near future based on first hand research of the new consumer base of digital

natives, with a special focus on Gen Z students of fashion design in Mumbai, India.

LITERATURE REVIEW

Block Chain & NFT

Today's world is increasingly oriented towards the internet, with countless people working, learning, playing, and socialising online. One of the drivers behind this shift is the advancement of the Web 3.0, a decentralised internet that allows creators to build their networks and systems. Blockchain technology plays a significant role in the Web 3.0 and is what supports cryptocurrencies. The culmination of these factors and new capacities has made the metaverse concept possible (medium.com, 2022).

With more people showing interest in these virtual worlds and spending hours online, it makes perfect sense that businesses would follow suit. Non-Fungible Tokens (NFTs) and cryptocurrencies make it possible to buy and sell unique physical and virtual goods with high security and confidence.

A non-fungible token (NFT) is a digital asset that represents ownership of unique physical or digital items, such as art, music, or videos, and grants a license for specific uses. Each NFT is a distinct, non-interchangeable unit of data stored on a blockchain, providing verified proof of ownership.

Key properties of NFTs are as follows:

- Each NFT is unique and cannot be replaced.
- While NFTs can be copied or shared as digital files, ownership is verified and stored on the blockchain.
- The blockchain's historical data allows anyone to verify the authenticity of the NFT, confirming the original owner and creator.

The fashion industry is among the pioneers in embracing the metaverse and Blockchain based tokens.

Digital fashion & luxury brands

Fashion is increasingly using digital art to communicate with audiences through fashion films, videos, and virtual shows, replacing traditional elements like models and stage setups thereby creating immersive experiences.

Fashion NFTs can take numerous forms, including virtual clothes that buyers can wear within virtual surroundings (metaverse, games etc.) digital content with which owners can engage (web3 fashion shows or fashion houses), and digital twins of real physical items (Business of Fashion; McKinsey, 2021).

- **Digital Twins** are a virtual representation of real-world physical objects; these twins create persistent digital properties elevating physical merchandise to a verifiable representation in social and immersive digital spaces (metaverse, web3 applications, online-games). Examples are: Adidas Originals into the Metaverse by Adidas, Genesis Collection by Dolce & Gabbana.
- **Wearables/Virtual clothing** can be seen as a natural extension of applying social media filters; fashion brands are offering NFTs in the form of wearables enabling personal expression in the digital realm by giving the possibility to dress up virtual avatars in web3 applications such as Decentraland or Sandbox. For example, Wearables by Prada and Nike
- **NFTs as key to exclusive content** among other things: exclusive online content like access to metaverse fashion shows; access to exclusive communities; pre-sale rights; access to online games et cetera. Examples are Tommy Hilfiger Metaverse Store by Decentraland, Metaverse Fashion Week by FashionNetwork.com

NFTs and luxury fashion: authenticity, exclusivity and quality

Some of the core cornerstones of luxury fashion are those of authenticity, high quality, and exclusivity on which the brand image is based. The phenomenon of counterfeiting represents a serious threat to luxury brands, which in this way lose control over the quality of counterfeit goods traded on the secondary market, with serious risks for the perception of the brand. NFTs, on the contrary, with their functionality as product passports, have the potential to act as certificates of authenticity capable of extending the value of the physical product by reinforcing its uniqueness (Sup de Luxe, 2021).

The luxury fashion industry's entry into the crypto space has proven beneficial for both brands and consumers. By collaborating with tech companies, brands like Gucci, Louis Vuitton, D&G, and Burberry have expanded into the art, gaming, and virtual fashion sectors, launching digital clothing, virtual sneakers, 3D art galleries, and other unique items.

The key factor at the intersection of NFTs and luxury fashion is scarcity. Like physical items, NFTs are seen as collectibles, but they also offer digital scarcity, allowing customers to engage in self-expression through digital assets. As a result, NFTs create exclusivity and ownership, fostering brand loyalty.

Luxury brands, leveraging social media, now offer virtual shopping experiences where customers can buy, photograph, and share garments without physically purchasing them. They also provide perks like NFTs, which come with benefits such as discounts, exclusive products, airdrops, and invitations. Loyal customers are encouraged to buy more frequently, benefiting from token rewards and collectible items. Purchasing an NFT from a brand is akin to buying a small stake in the company, potentially allowing for resale and profit. Few examples of luxury fashion brands and their NFTs have been

elucidated in Table 1.

From a sustainability standpoint, fashion luxury NFTs support ethical production and reduce the use of natural resources. This aligns with the luxury fashion industry’s move toward a metaverse-driven future.

Table 1. Luxury Fashion brands and NFT launches

Case Study	Date of Launch	NFT Images	Description
Louis Vuitton	Aug-21	 <p data-bbox="643 965 1054 999">Interface of Louis Vuitton game</p>	<p data-bbox="1174 629 1461 1144">Louis Vuitton launched *Louis: The Game* to celebrate its founder's 200th birthday. Players collect 200 candles, with 30 NFTs as collectibles. Each candle acts as a postcard, sharing the brand's history and the founder's journey.</p>
Balenciaga x Fortnite	Sep-21	 <p data-bbox="635 1612 1062 1646">Balenciaga characters collection</p>	<p data-bbox="1174 1279 1461 1671">An outstanding collaboration of fashion with the gaming sector, where Fortnite game players will be able to customise their outfit with Balenciaga collection in the virtual store.</p>

<p>Karl Lagerfeld</p>	<p>Oct-21</p>	 <p>Karl Lagerfeld NFT</p>	<p>For paying a tribute to the deceased owner, the team created owner's avatars as collectibles to be owned and shared on social media.</p>
<p>Krigler</p>	<p>Jun-21</p>	 <p>Krigler Grand Bonheur 54</p>	<p>Krigler launched a leasing program of its famous perfume and associated it with NFT. This NFT is a digital video of the leased perfume, and the buyer of this fragrance will get the ownership of NFT and perfume for 12 months.</p>
<p>Hermes: Baby</p>	<p>May-21</p>	 <p>Baby Birkin bag</p>	<p>Birkin Basic. Birkin is a virtual animated bag of brand Hermes which features 3D animation of a 40-week pregnant foetus accompanied by a space-like backdrop and theme music. The baby moves around the bag as it grows, and the bag does not exist in the physical world.</p>

Fashion futures & NFTs

Luxury fashion is quite optimistic about the future privileges that blockchain is going to introduce for brands as well as end-users. In 2021, 17% of businesses surveyed by Vogue Business were involved with NFTs, and with Morgan Stanley predicting a \$25 billion luxury NFT market, more fashion brands are entering the space (Vogue

Business, 2021). NFTs can become key brand assets, enhancing recognition and attracting new audiences, such as Gen-Z. They also drive cross-selling by encouraging the purchase of physical items (Colicev, 2022). NFTs can strengthen brand communities, potentially sparking the next wave of commerce, much like the internet and social media transformed retail.

Having multiple shared characteristics with luxury fashion, NFTs have been proposed as the solution to win over the hearts of the growing consumer base of young high-net-worth individuals, especially the digital native Gen Z.

NFTs and Gen Z: attitudes, behavioural tendencies, and consumption patterns in the Indian context

Currently, the fashion industry is experiencing an inflection point as its core customers shift from millennials to Generation Z (Wang, W., 2021). By 2025, this generation will account for approximately half of all global sales of personal luxury goods. Individuals born between 1994 and 2010 are the first digital natives, since they have been adopting any technology that facilitates and improves their daily lives from an early age (Salpini, C., 2017). This is a generation that dominates, by 60%, the metaverse, mainly through video games and applications such as Roblox, Zepeto, or Fortnite (Colomo, A. 2022). Thanks to hyper-connectivity across devices and platforms, members of this generation communicate effectively on a wide range of issues that, in turn, shape consumer preferences, based primarily on customer experience. Interaction, transparency, and social responsibility are inseparably linked to the way they consume (Kocai, E. et al., 2020) . This generation exhibits particularly unique purchasing and consumption behaviours. Previous studies have shown the influence of the fashion sector's communication strategies on social networks such as Instagram on their purchasing decisions by generating positive emotions, especially among their female audiences (Djafarova, E., Bowes, T. 2021). Other studies have focused on the importance of sustainable initiatives and corporate social responsibility (CSR) strategies in the purchasing decisions of luxury fashion brands for generation Z, as a result of their growing environmental awareness (McCormick, H., Ram, P, 2022). The search for uniqueness and differentiation, on the one hand, and the bandwagon effect, on the other, seem to be the main motivations of generation Z when buying luxury fashion brands (Cho, E.,et al., 2021), which is why this generation takes into account the recommendations of their circle of friends or the influencers they follow.

Koulopoulos & Keldsen (2014) pointed out that youth in Generation Z are characterised by “high age inclusiveness, online presence, low technological threshold, cultural crossover and creative thinking” (as cited in Zhang & Yang, 2021). Moreover, as a huge consumer group, their consumption potential is unpredictable; they have distinctive consumption habits, choices, and styles with former generations and have formed their unique consumption patterns (Ao, 2021). Generation Z, shaped by social

and economic uncertainties, prioritizes experiences over products, valuing the emotions and insights gained throughout their interaction with a brand. They build new fashion and lifestyles through consumer symbols that reflect their subcultural identity. Gen Z also emphasizes ethics in consumption, expecting brands to demonstrate clear values and ethical stances on key issues, with these principles reflected throughout the brand ecosystem.

The Indian context is well reflected in a survey conducted by Time of India (2024) and a report by Snap Inc and Boston Consulting Group (BCG): at 377 million, Gen Z is the largest generation to ever live in India 1 of 4 Gen Z is already in the workforce, in the next 10 years every second Gen Z will be earning. Gen Z is already impacting \$860 billion of consumer spending. This will increase to \$2 trillion in the next 10 years.

Fig. 1 taken from the above study represents a comparison of Gen Z and millennials behaviour in India, of which Gen Z's preference to trends over brand and truly phygital while shopping are a good indicator and starting point to set context for the potential of the study with the identified sample.

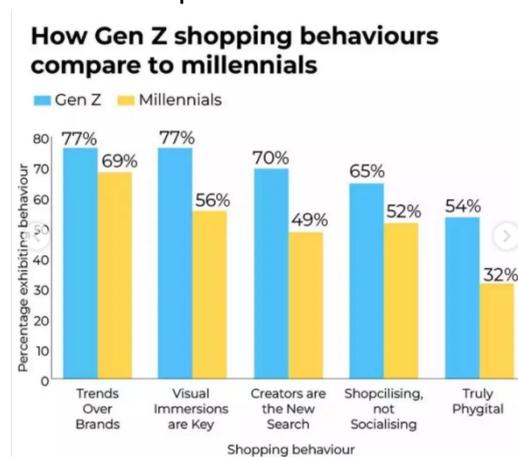


Fig.1 Indian Gen Z's shopping behaviour (Times of India, Nov '24)

The gap identified is the limited literature on Gen Z's consumer perception and acceptance of NFTs and their value creation within a luxury fashion context. The main purpose of this research is to explore the different consumption concepts and shopping habits of Generation Z students in India studying Fashion Design when it comes to NFTs in fashion. The study aims to understand Gen Z fashion design students' higher and unique expectations of luxury fashion brand NFTs, and analyse the findings to understand what are their expectations from brands, marketing approach, product types to meet their preferences and challenges or inhibitions if any.

METHODOLOGY

Drawing upon a mixed-method approach, the research is based on two steps:

- (i) Qualitative focus group discussion to understand the core issues and attitudes towards NFTs as the new luxury couture
- (ii) Quantitative questionnaire analysis of data gathered from Undergraduate Fashion Design students of ATLAS Skilltech University, Mumbai, India.

These students were introduced to the concept of NFT in Fashion through a 12 week face-to-face course elective called “Couture in fashion” with an emphasis on classroom discussions, self-driven research, luxury fashion case studies and projects. The elective module explores the changing definition of couture from the traditional hand sewn bespoke garments to the digital and phygital versions of couture available today. This study aims to understand Gen Z Fashion students’ attitudes towards NFTs as the newest and latest form of luxury fashion.

Sample group:

- (i.) Qualitative: 7 students from Undergraduate Fashion Design cohorts of B. Des (Fashion Design) 2022-2026 at ATLAS Skilltech University, Mumbai (India) engaged in a focus group discussion which was moderated by the authors of the paper.
- (ii.) Quantitative: 50 students of the Undergraduate Fashion Design cohorts of B. Des (Fashion Design) 2021-2025 & 2022-2026 at ATLAS Skilltech University, Mumbai (India) participated in a questionnaire based survey.

Qualitative Focus Group: Findings

Understanding of NFTs

- Respondents have a general understanding of NFTs as exclusive digital assets on blockchain technology.
- Perception of NFTs is that they are experiencing a declining trend in popularity since 2022.
- Concerns about a lack of awareness and mistrust among Gen Z consumers, particularly due to security risks associated with cryptocurrencies.

Findings on NFT purchases

- Only one respondent had purchased a digital artwork; none had purchased fashion-related NFTs.
- General lack of interest in purchasing NFTs for personal use.
- Interest in NFTs primarily as a means of generating income rather than for personal enjoyment.

Impact of NFTs on future as fashion designers

- Respondents view NFTs as opportunities for growth in fashion rather than threats.

- Belief that NFTs could enhance professional prospects if utilised correctly.
- Acknowledgment that those not digitally savvy may feel threatened by the rise of NFTs.
- No direct overlap between traditional fashion and NFTs, but potential for NFTs to complement fashion through new business models.
- Recognition that fashion education must adapt to include digital fashion and NFTs.

NFTs and couture

- All respondents agreed that NFTs do not align with the concept of luxury fashion or couture, which is characterised by bespoke designs and intricate hand detailing.

Consumer acceptance and future potential

- General belief that NFTs will primarily be adopted by niche groups (fashion insiders, gamers collectors) rather than becoming widespread.
- Highlighted social and cultural disconnect between digital and physical realms; tangible clothing is essential.
- Some participants proposed combining digital fashion with physical sales for new business opportunities.

Ethical and sustainability concerns

- Ethical concerns raised about potential job displacement in the fashion industry due to NFTs.
- Criticism of NFTs as unsustainable, transforming one form of waste (physical production) into another (electronic waste).
- Recognition that future developments in NFTs must prioritise sustainability to align with eco-friendly practices.

Fashion education and future generations

- Consensus that future fashion design students should be educated in digital fashion and NFTs.
- Importance of addressing the environmental impact of digital fashion and reducing carbon footprints.

Trust and market acceptance

- Respondents express uncertainty regarding the authenticity and legitimacy of NFTs.
- Limited government support contributes to the lack of trust in NFTs.
- Overall perceptions influenced by concerns about security, authenticity, and societal support structures.

This focus group helped to understand the application and understanding of NFTs in fashion from the viewpoint of Gen Z consumers who are aspiring fashion designers.

This further helped in shaping a questionnaire as a tool to capture the responses of the two cohorts who have studied NFTs in fashion.

QUANTITATIVE DATA ANALYSIS

Respondents' familiarity to NFTs:

1. How familiar are you with the concept of NFTs (Non-Fungible Tokens)?

50 responses

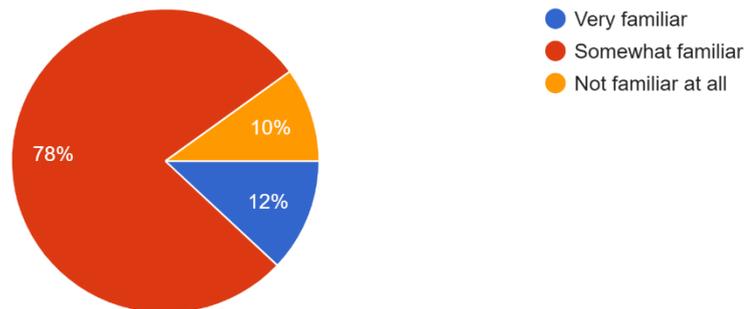


Fig. 2 Familiarity to NFTs

78% of the respondents are somewhat familiar to the concept of NFTs, with 12% choosing very familiar as an option, thereby leaving 10% not at all familiar with the concept.

Digital vs Physical Fashion Design:

Do you believe that digital or NFT-based fashion can have the same cultural and artistic value as physical fashion design?

50 responses

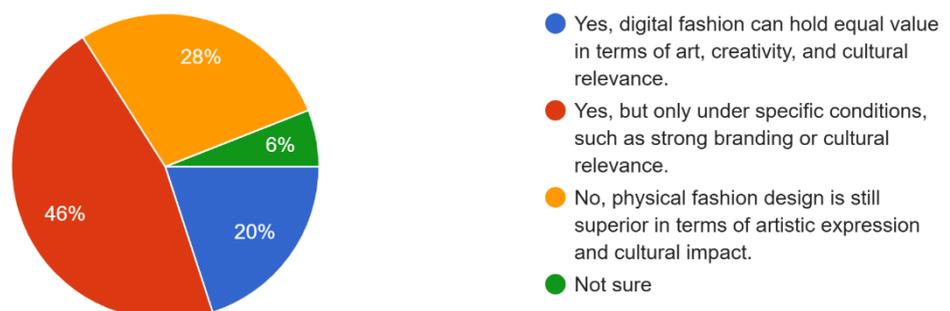


Fig. 3 Digital vs Physical Fashion Design

An affirmative response was recorded by 46% and 20% respondents representing the presence of specific conditions such as strong branding or cultural relevance and digital fashion holding equal value in terms of art, creativity and cultural relevance respectively. 28% responses reflect that physical fashion design is still superior in terms of artistic impression and cultural impact.

It was deduced that while 20% respondents feel that NFTs can hold equal cultural and physical value as physical as digital art and fashion, they cannot replace physical fashion entirely.

NFTs as new opportunities for luxury fashion designers:

Do you think NFTs provide new opportunities for luxury/couture fashion designers?
50 responses

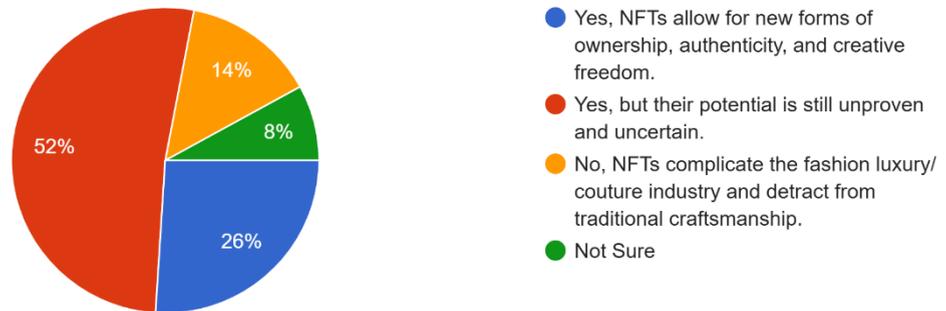


Fig. 4 NFTs as new opportunities for luxury fashion designers

Positive response was recorded by: 52% respondents showing faith in the potential of NFTs for luxury/ couture fashion designers but the potential is still unproven/uncertain and 26% feel that NFTs allow for new forms of ownership, authenticity and creative freedom. Whereas, 14% respondents feel that NFTs complicate the fashion luxury industry and detract from traditional craftsmanship.

Likelihood of purchasing fashion NFT:

How likely are you to purchase or invest in a fashion NFT (e.g., a virtual garment, accessory, or piece of fashion artwork)?
50 responses

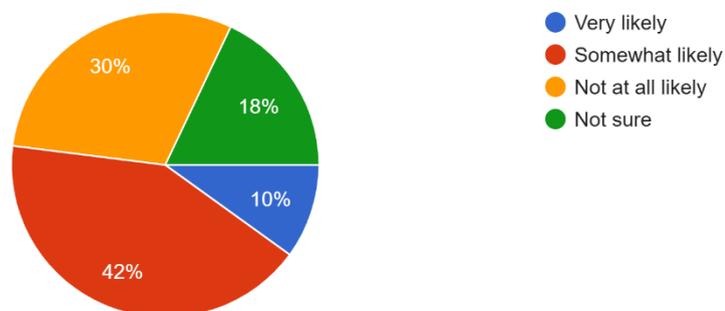


Fig. 5 Likelihood of purchasing fashion NFT

The apprehension regarding the purchase of fashion NFT is seen in 42% respondents choosing Somewhat likely, 30% choosing Not at all likely and a small 10% being Very likely.

Reasons for luxury fashion NFT purchase:

If yes, what would be your reason for purchasing a luxury/couture fashion NFT?

50 responses

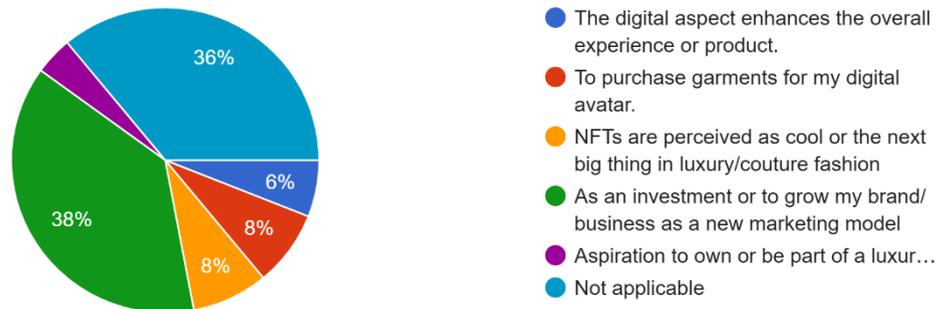


Fig. 6 Reasons for luxury fashion NFT purchase

38% of the respondents would purchase a luxury fashion NFT as an investment or to grow their brand/business as a new marketing model. Further 8% would do so as NFTs are perceived cool or the next big thing, 8% as garments for their digital avatar and 6% to enhance the overall digital or product experience. Though a good 36% respondents chose Not applicable.

Role of NFTs in fashion industry:

In your opinion, what role should NFTs play in the fashion industry?

50 responses



Fig. 7 Role of NFTs in fashion industry

As per the responses received on the role of NFTs in fashion: 30% chose it as a way to authenticate and verify physical fashion items, 30% selected it as a way for consumers to engage with exclusive, limited edition virtual fashion, 24% as a medium for selling and collecting digital-only garments and fashion related art. 10% being unsure and 6% not seeing NFTs as a part of the fashion industry.

Contribution of NFTs to sustainable fashion:

Do you think NFTs can contribute to sustainability in the fashion industry?

50 responses

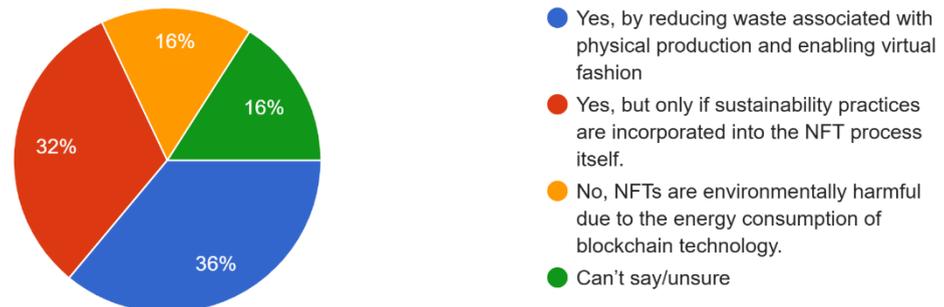


Fig. 8 Contribution of NFTs to sustainable fashion

As far as the contribution of NFTs to sustainable fashion is concerned the positive responses are: 36 % of the respondents who feel that NFTs reduce waste associated with physical production by enabling virtual fashion and 32% feel that it can only if the processes incorporate sustainable practices. 16% of respondents chose NFTs as environmentally harmful due to the energy consumption of blockchain technology and 16% were unsure.

Concerns regarding NFTs in fashion design:

What concerns do you have about the use of NFTs in fashion design?

50 responses

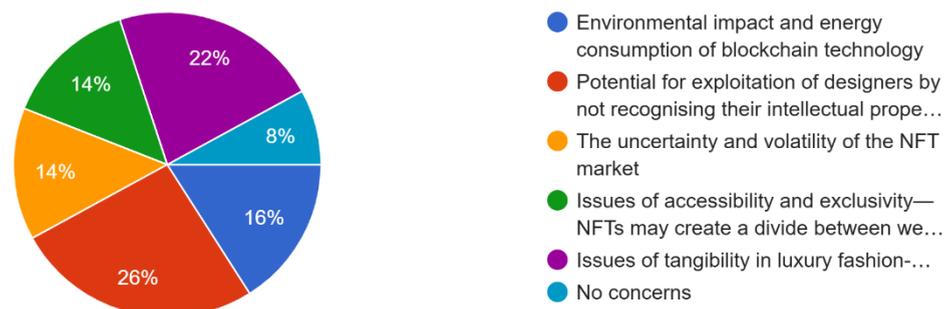


Fig. 9 Concerns regarding NFTs in fashion design

Concerns regarding the use of NFTs in fashion as per respondents are: 26% potential for exploitation of designers by not recognising their intellectual property, 22% issues of tangibility in luxury fashion, 16% environmental impact and energy consumption of blockchain technology, 14% each as uncertainty and volatility of NFT market and issues with accessibility and exclusivity. 8% of respondents don't see any concerns with regards to the use of NFTs in designing fashion.

Future of NFTs in mainstream fashion:

Do you think NFTs will become a mainstream part of the fashion industry in the next 5-10 years?
(you can chose multiple options)

50 responses

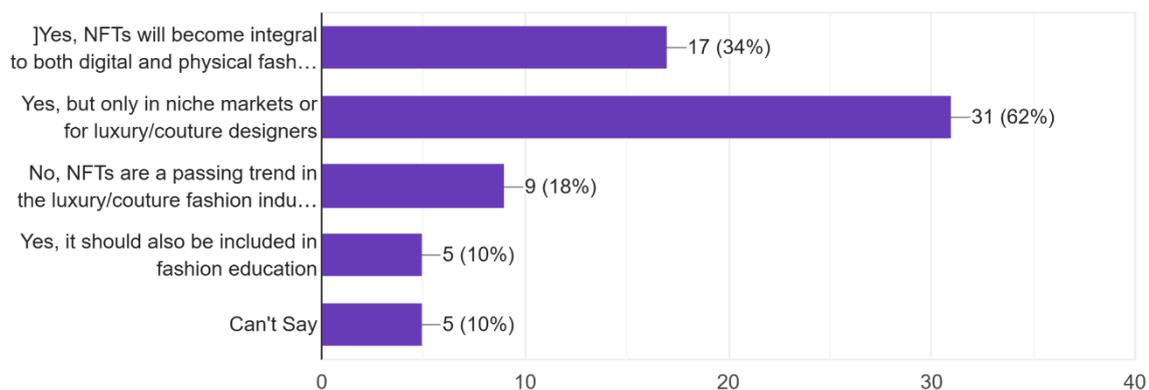


Fig. 10 Future of NFTs in mainstream fashion

Responses to NFTs becoming a part of mainstream fashion industry in the future is: 62% project them as a part of niche markets for luxury designers, 34% see them as an integral to both digital and physical fashion and 10% want its inclusion in fashion education. Whereas, 18% don't see a future role for NFTs in fashion and see it as a passing trend.

Relationship between physical and NFT luxury fashion:

How do you envision the future relationship between physical luxury/couture fashion and NFTs

50 responses

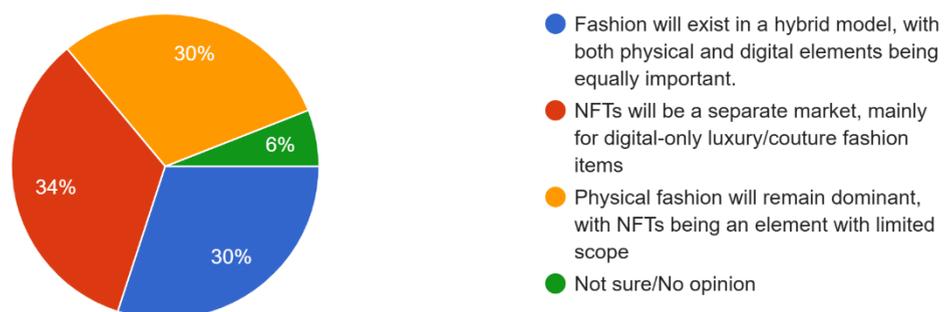


Fig. 11 Relationship between physical and NFT luxury fashion

34% respondents chose NFTs as a separate market mainly for digital only luxury fashion, 30% chose physical fashion as dominant with NFTs as an element with limited scope, 30% respondents feel that fashion will exist in a hybrid model as phygital with equal emphasis on both elements.

NFTs as new couture:

Can NFT's be the newest form of Couture?

50 responses

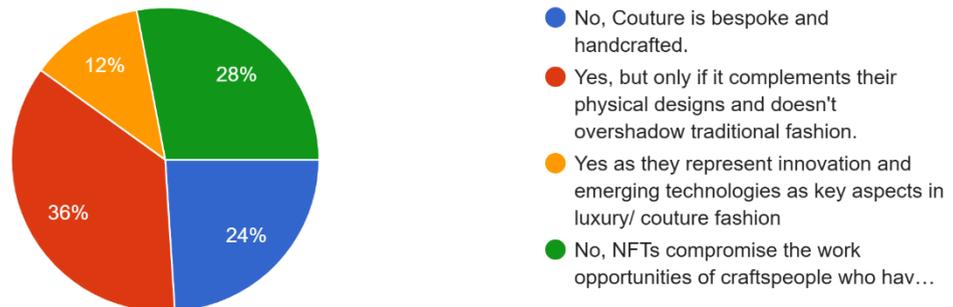


Fig. 12 NFTs as new couture

Affirmative responses are: 36% respondents feel NFTs should complement their physical designs and not overshadow traditional fashion and 12% respondents as NFTs as new couture as they represent innovation and emerging technologies. Dissenting responses are: 28% feel NFTs compromise the work opportunities of traditional and skilled craftsmen and 24% feel couture is bespoke and hand-crafted.

NFTs impact for future fashion designers:

How do NFTs impact your future as a designer? Do you feel threatened by them or do they enhance your opportunities?

50 responses



Fig. 13 NFTs impact on future designers

44% respondents feel NFTs present both challenges and opportunities for designers, 20% feel NFTs enhance opportunities by opening up creative and financial avenues, 16% respondents feel NFTs are a potential threat as they could undermine traditional design practices and a further 12% don't concern themselves with NFTs as they believe in traditional physical fashion.

FINDINGS

Cultural and artistic value of NFTs as opposed to physical fashion design:

Majority of Gen Z respondents are open to the inclusion of NFTs in fashion however, they do not feel that they are strong or important enough to stand on their own, they need to be qualified and attached to a physical fashion product. These insights show that NFTs are seen by many as valuable for verifying physical items, engaging with digital fashion, and trading digital-only assets, though there is still some uncertainty and resistance.

Future Potential: Many respondents feel that luxury fashion (in the Western aspect of brands and designer labels) itself is a relatively new concept in India, therefore NFTs are an additional layer on top of that. They envision that the time for NFTs will emerge at least 10-20 years into the future. With a majority projecting them as a niche luxury trend, while others see them playing a more integrated or educational role, and a minority dismiss them as temporary. These insights show a mixed outlook on the future of NFTs in fashion.

NFTs impact for future fashion designers: The findings indicate a spectrum of attitudes towards NFTs in the fashion industry. While a majority sees NFTs as both an opportunity and a challenge, a smaller proportion views them as a beneficial avenue for creative and financial growth. Conversely, there are those who see NFTs as a potential threat to traditional practices and a smaller group that remains indifferent, prioritizing conventional fashion over digital innovations.

Socio Environments and Purchasing capability: The findings indicate openness to the concepts of digital fashion and NFTs however the socio-environmental factors like opinions of family, friends etc. hold back the respondents. While there is some interest in fashion NFTs, a large portion of respondents remains hesitant or uninterested in purchasing them at this stage. While they may have the purchasing power to buy NFTs they don't; largely because the culture of purchasing digital fashion has not yet permeated the lifestyle of the Gen Z respondents.

These insights reveal that while there is notable interest in using luxury fashion NFTs for business, investment, or digital experiences, acceptance for this innovative and emerging technology is limited as for the moment.

While most respondents are familiar with NFTs, their actual engagement, particularly in purchasing fashion NFTs, is minimal, indicating diverse spending tendencies and an emerging adoption trend. The survey results highlight a gap in consumer knowledge and engagement with NFTs in fashion, suggesting a need for additional research efforts in this evolving domain.

Affinity towards traditional craft practices: Respondents exhibited a kinship or

sense of protectiveness towards crafts people and age old processes of bespoke, exclusive craftsmanship which are traditionally associated with couture. They felt that NFTs dehumanise or take away from the “human” aspect of couture or luxury fashion.

NFTs and Sustainability: These insights show a mix of optimism and scepticism regarding NFTs' potential to promote sustainability in fashion, with a significant portion recognizing that environmental benefits depend on the methods in the blockchain process used in their creation. Additional concerns are regarding exploitation, sustainability, market stability, and inclusivity in the fashion industry.

CONCLUSION

Considering two sides of the same coin, every technology has its downsides. Due to its speculative nature, Gen Z are still ambiguous about the future of NFTs in India. The element of uncertainty in the findings of this study is evident; reflecting a hesitation of how NFTs fit into the future of luxury fashion, be it about the lack of the human aspect in their creation or the environmental impact and career prospects of future fashion designers in India. This could be due to a lack of information, access, or a general wariness of the perceived and “new” intangible, virtual avatar of luxury fashion.

These doubts notwithstanding, the reviews have been mixed; enthusiasm and acceptance of NFTs as potential avenues to further the scope of luxury fashion reflect an advancement towards creative technologies for change. This thereby holds tremendous scope to integrate technology and platforms that are shifting and redefining the fashion ecosystem. Sustaining the ethical balance between physical and digital luxury fashion is essential to integrate NFTs into the core of luxury fashion and not merely remain on its fringes.

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