



KL X ENDLESS NFT EXCLUSIVE

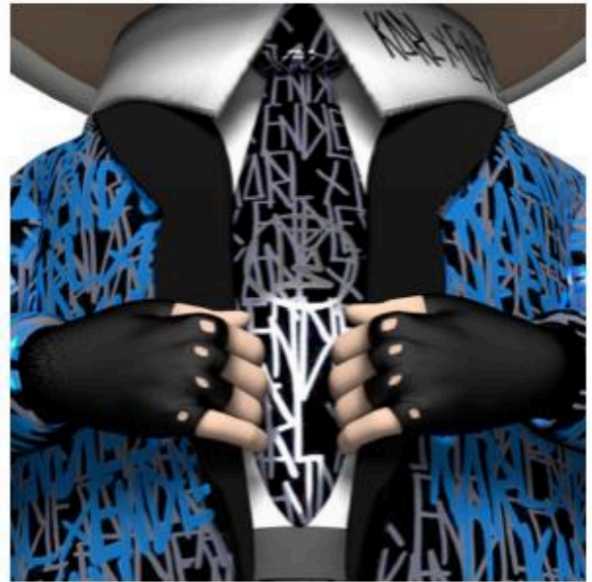
The latest NFT drop is the 3rd installment of the highly sought-after Ikonik NFT collectibles.

Designed in collaboration with London-based street artist, ENDLESS, the drop anticipates a new approach by the brand and artist as they expand their NFT collection in an entirely new direction in 2022.

Endless is a London-based artist who has worked closely with the brand in the past, paying homage to Karl in the form of elevated graffiti and forging a distinctive visual between the worlds of art and fashion.

HOW TO BUY THE NEW NFT

1. Go to www.thedematerialised.com
2. Create a PROFILE and log in with the link that is sent to your email address
3. Choose the new Karl x Endless NFT
4. Click on OWN NOW and transact
5. Look out for the NFT to land in your PROFILE



A NEW DIRECTION

The latest launch signals the creation of a hybridized community that has one foot in the digital realm and the other in the physical world. The digital figurines are made in Karl Lagerfeld's Ikonik cartoon likeness and wear custom looks with unique prints created by Endless.

SHOP THE COLLECTIBLE



KL7 X ENDLESS

The KL7xENDLESS digital figurine is available in a highly limited run of just 7 editions and comes with an exclusive invitation to an actual, in-real-life cocktail event that includes a performance by the artist and an exclusive first look at the 2022 NFT collection. The event is set to take place in June 2022 at the brand's French headquarters, located in a historical hôtel particulier in Paris that houses Karl's original office.

[SHOP THE COLLECTIBLE](#)



**"EMBRACE THE PRESENT
AND INVENT THE FUTURE"**

Karl Lagerfeld

