
Digital Twin x L'Dezen by Payal Shah



Press Release

L' DEZEN
BY PAYAL SHAH



L'Dezen by Payal Shah to be the first fine-jewelry company to launch digital-physical NFT diamond earrings with Digital Twin, an NFT marketplace that curates unique art at the intersection of fashion, tech and luxury.

Digital Twin, a fine jewelry marketplace built on the Ethereum network, is launching its Genesis NFT drop – a one-of-its-kind pair of 'Limitless' Earrings that exist in both digital and physical worlds. L'Dezen, founded by Payal Shah, is a prominent international fine jewelry brand at the forefront of integrating blockchain technologies into their business model. These L'Dezen exclusive 18K gold Very Peri enamel diamond earrings will be auctioned off in collaboration with Digital Twin.

The founders of Digital Twin, Adrianna and Natalie Soto-Wright, are twin sisters on a mission to bring NFTs to a broader audience of artists and collectors. The 24-hour genesis auction on March 10th will be named 'Limitless' in celebration of Women's History Month.

The founders of Digital Twin and L'Dezen have been collectors and avid supporters of women-led NFT projects. The goal of this drop is to celebrate women entering the NFT space. Today, only 16% of NFTs in the market trace back to female artists. It's time we change this by uplifting female artisans and traditional collectors to experience both physical and digital NFT utility. 10% of auction proceeds will be donated to The Global Fund for Widows, in addition the auction winner will be reimbursed all gas fees.



The winner of our auction will have immediate access to the NFT via their wallet. We are committed to offering the owner of this NFT the ability to accessorize any of their profile pic (PFP) NFTs that they collect. For example, if you own a World of Women, Boss Beauties, Crypto Chicks or even a BAYC - simply show proof of ownership through your digital wallet, and our graphic designers at Digital Twin will provide a rendering of your PFP with the 'Limitless' earrings. We want to support collectors of this piece who are also active in other NFT communities.

Fine jewelry in itself is a highly collectible form of art, and the authentication and trade-ability of NFTs resolves the traditional pain points for collectors. The utility for brands to earn in perpetuity through royalties on secondary sales completely revolutionizes the way artists are compensated for their work. Since the NFT is also asset-backed, a collector can simply redeem their NFT on our site and we will ship them the physical 'Limitless' earrings to wear in real life.

"It is much easier to enter this space when you can associate your NFT with a tangible good, and we are doing just that by offering our collectors the ability to redeem their NFT for physical ownership. We are also really excited that the earrings are exclusively designed for our genesis drop and will never be created again - adding a form of rarity and heightening the collectability aspect of the NFT" say co-founders Adrianna and Natalie Soto-Wright.



Payal Shah, the founder and designer of L'Dezen, explains that "there isn't a single woman in the world that doesn't invest in jewelry as it is a form of your signature style. To me, the truest expression of L'Dezen is celebrating yourself and a mutual uplift: all of us supporting each other, and investing in one another - which applies to both jewelry and NFTs. I'm excited by NFTs because it enables me to bring my medium of art - working with diamonds, precious stones, and metals to the digital web3 space - moving towards the inevitable future."

This genesis drop is about empowering creative culture - where collectors can intertwine their beautiful digital art and physical expression of jewelry with NFTs”.

We’re thrilled that we, alongside L’Dezen by Payal Shah, can help drive the future of fashion and technology by enabling artists and collectors to express themselves in both the digital and physical worlds. Fine jewelry is another medium of art that has been collected and passed down between generations. By owning a jewelry piece on the blockchain, we can now imagine a world where NFTs highlight provenance of the product. This creates security for the collector and the brands who can ensure authenticity over their work.

To take part in this historic NFT drop, sign up [here](#) to stay updated.

FAQ

1. How does the auction work?

- Visit our [site](#) on March 10th. The auction will start at 6pm EST and run for 24-hours. In order to place a bid, our site will prompt you to connect your web3 wallet. If you do not have a wallet please view this [resource](#) to get started.

2. How is my bid processed?

- Once you submit a bid amount, your Ethereum wallet will pop up in your sidebar and ask you to confirm the transaction details including the gas fee.
- Once you approve the transaction in you wallet, your bid data is recorded on the Ethereum blockchain. When the transaction is confirmed you will see your bid automatically update on our live auction site within a few seconds.

3. What is a gas fee?

- Gas fees are rewards given to miners for putting transactions on the blockchain and executing them. A gas fee is something all users must pay in order to perform any function on the Ethereum blockchain.

4. If I win the auction what do I get access to?

- The NFT winner will receive the NFT (3D rendering of 'Limitless Earrings'), a custom rendering of the earrings on any PFP of choice (with proof of ownership) & the ability to trade it on a secondary market. Your new PFP could look like [this](#).

5. Where can I sell my NFT?

- Your NFT can be sold on any secondary marketplace - once sold, 10% of royalties go directly to L’Dezen.

6. How do I redeem the physical earrings?

- Digital Twin has the item securely stored and insured. You can redeem your physical earrings on our website by connecting your wallet to prove ownership of the NFT. The NFT will then be redeemed for the physical asset and shipped to your address.