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Adidas has announced it will enter the metaverse with its first NFT products, which will be available via a new digital store.

The German sportswear giant has joined forces with digital artist Beeple to create a collection of NFTs, which will be released in December.

Adidas' first NFT products will be available via a digital store, which will be launched in December.

The collection will feature a range of items, including a limited edition sneaker and a digital artwork.

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