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RTFKT and Nike introduce Genesis AR hoodie

Coming on July 21, the 'RTFKT x Nike AR Genesis Hoodie' will feature a wearable AR hoodie. The garment comes with a near-field communication chip and can be tracked using augmented reality. Lucky owners will receive NFTs and physical products so that the hoodies can be worn both by Clone X avatars and their holders in real life.

Private mint starts on July 21 and will be first open to Clone X and RTFKT x Nike Dunks Genesis CryptoKicks holders. However, RTFKT communicated that the mint would be held in a 'first come, first serve' mode, so the company does not guarantee the supply of hoodies for everyone. As a side note, Nike and RTFKT have not yet announced the item's price.



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