

Style Bible MEN'S FOLIO Offers Luxury NFTs, Complimentary for the First 100

Singapore, October 13, 2022 — In celebration of its 25th anniversary, Men's Folio, the premier fashion and lifestyle men's magazine, has announced the release of its first ever NFT (non-fungible token) collection. This announcement comes on the back of METAVISION as Men's Folio ventures into the Metaverse. To promote this milestone, the company is giving away 100 luxury NFTs free of charge.

"We are excited to bring Men's Folio into Web3 with the launch of our NFT collection," said Olivier Burlot, CEO of Men's Folio publisher Heart Media. "The Men's Folio brand has provided our audience with curated content — with a focus on Asian talent — across print and online channels, providing definitive coverage of fashion, style and culture. We are now expanding our offerings to engage with members of our community and beyond who share a passion for NFTs and the vast and exciting possibilities in Web3."

The first 100 people who register their interest will get an opportunity to own a Men's Folio NFT. In addition to looking great, the style bible's NFTs are also interactive and will grant holders a range of utility perks including access to unique, in-person members-only events, exclusive online content of the region's top talents, and special opportunities to buy some of the most sought-after luxury goods.

Once the first 100 NFTs are snapped up, other NFTs in the limited edition collection will be priced from 0.15 ETH to 0.3 ETH.

Check out the Men's Folio NFT.

Enter the METAVISION: Men's Folio Journeys into Web3

The NFT premiere is in conjunction with Men Folio's METAVISION launch event at which Men's Folio will journey into the Metaverse with a physical and virtual lounge party in Singapore featuring Oculus VR headsets, fashion, music, drinks and NFTs.

"In coming months, our METAVISION initiative will grow into a platform for collaborations with fashion and luxury brands," said Burlot. "NFTs need not only be image collectibles; they can also contain great utility and tie in with Metaverse offerings in a variety of ways. The Men's Folio community is going to find a lot more value on our platform."

The shared experience of the NFT community will see the elevation of subscribers into more exclusive memberships and welcome more members into the community. The tiered memberships

are structured to build a strong focus on community and empower stakeholder mindsets to further the Men's Folio METAVISION.

About Men's Folio

Men's Folio is a print magazine and online media platform dedicated to men's fashion and lifestyle. Regular content includes gentleman's wardrobe tips and elite party insiders, among other topics that appeal to an influential and affluent audience. Men's Folio publisher Heart Media Group also publishes the luxury media magazines LUXUO, L'OFFICIEL, L'OFFICIEL HOMMES, WOW, Yacht Style, Palace and Art Republik.

Men's Folio Official Channels

Website: <https://www.mens-folio.com>

Instagram: <https://www.instagram.com/mensfolio>

Facebook: <https://www.facebook.com/mensfoliosg>

YouTube: <https://www.youtube.com/channel/UCMIUtFiTk6DPMawemVEiCsA/featured>

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