



PRESS RELEASE

Avery Dennison partners with NRVL D to showcase connected T-shirts experience at Art Basel

Mentor, OH – **January 09, 2024** – [Avery Dennison \(NYSE:AVY\)](#), a global leader in materials science and digital identifications solutions, has completed a project with NRVL D, a community-based agency comprising artists, technologists and media personalities who are passionate about disruptive innovation.

Avery Dennison created limited edition augmented reality T-shirts worn by the NRVL D Executive Team during '[NRVL D](#)', an immersive event held during Art Basel Miami Beach in December 2023.

The 30 T-shirts were digitally connected via heat transfers featuring a QR code and image recognition. Visitors were transported to an immersive artwork metaverse, built by ARkivist. In addition to the AR experience, each garment was personalized with the wearer's contact details embedded in the NFC woven patch on the chest, providing a connection point for guests throughout the event. Both connected garment experiences were powered by Avery Dennison's atma.io connected product cloud.

Avery Dennison will be showcasing this project at [NRF 2024: Retail's Big Show](#), from January 14-16 at the Javits Convention Center in New York. The connected T-shirts will feature alongside a host of [apparel digital solutions](#) for supply chain visibility, product tracking, and consumer engagement.

Michael Colarossi, vice president, innovation, product line management and sustainability, Apparel Solutions, Avery Dennison comments: "The trajectory of consumer experiences unmistakably leans towards digital, and brands are actively seeking innovative methods to engage consumers by merging traditional craftsmanship with digital creativity. In this scenario, AR acted as the conduit, and Avery Dennison's connected garment technology and on-garment Embelex branding turned that vision into tangible reality."

Pavan Bahl, founder of Bellwether Culture and co-founder NRVL D, comments: "In the Web3 sphere, blockchain technology enables ownership of digital goods and identity. Our collaboration with Avery Dennison showcases the potential of bridging this gap, illustrating the exciting possibilities in this space."

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at www.averydennison.com.

ABOUT NRVL D

NRVLD ('unrevealed') is an experiential agency driven by the vision to push cultural boundaries. Merging multidimensional experiences that blend work and leisure, NRVLD stands as a beacon for social and intellectual stimulation. NRVLD.co