

# Otherlife

LOCKE HOLDINGS / DAZZY

## Narcos

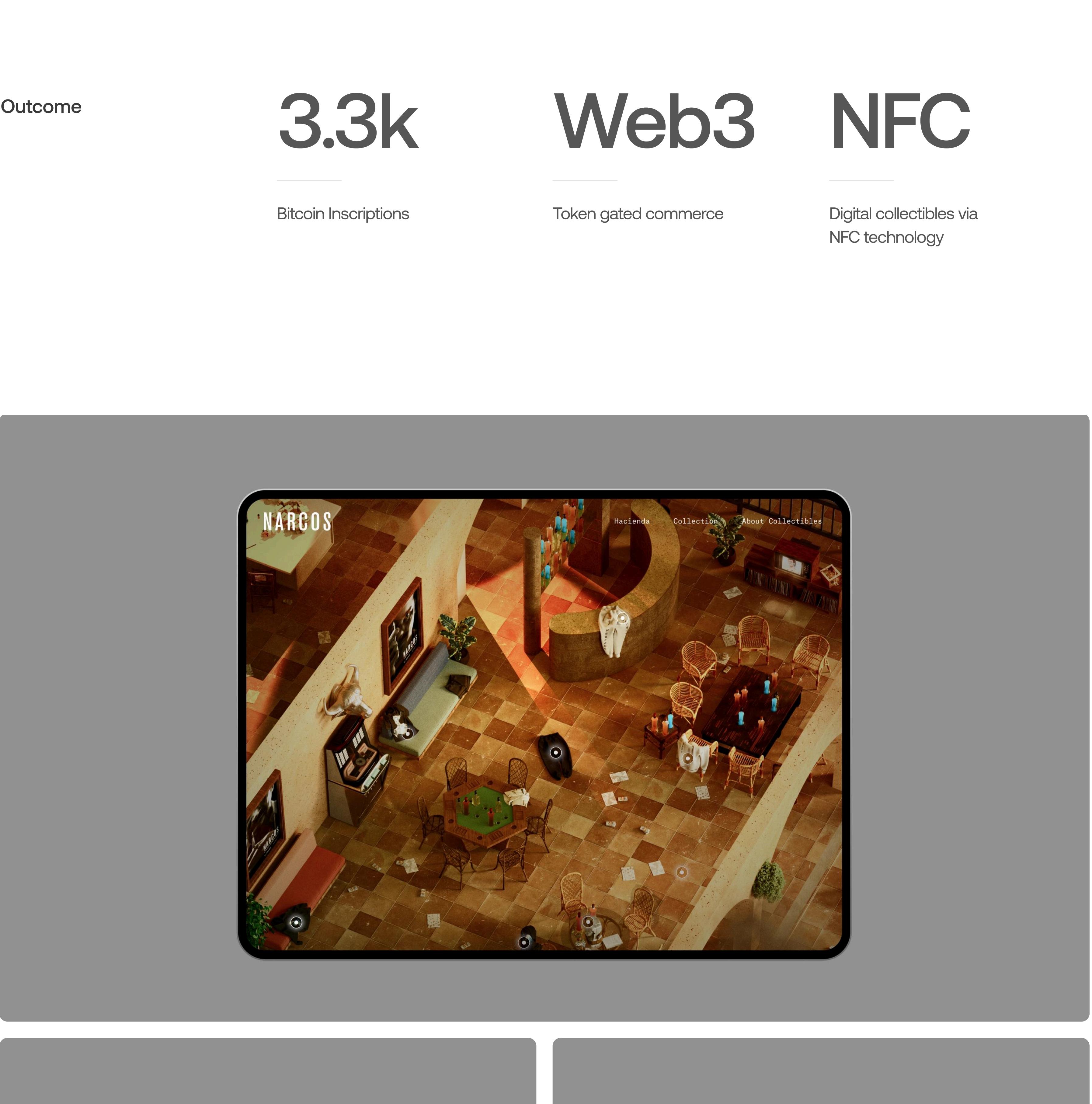
CLIENT

Immersive NARCOS storefront and digital collectibles that re-engaged fans and seamlessly introduced them to Web3 via NFC technology

SERVICES

Visual Design, Engineering, Strategy

[VIEW LIVE SITE](#)



Outcome

3.3k

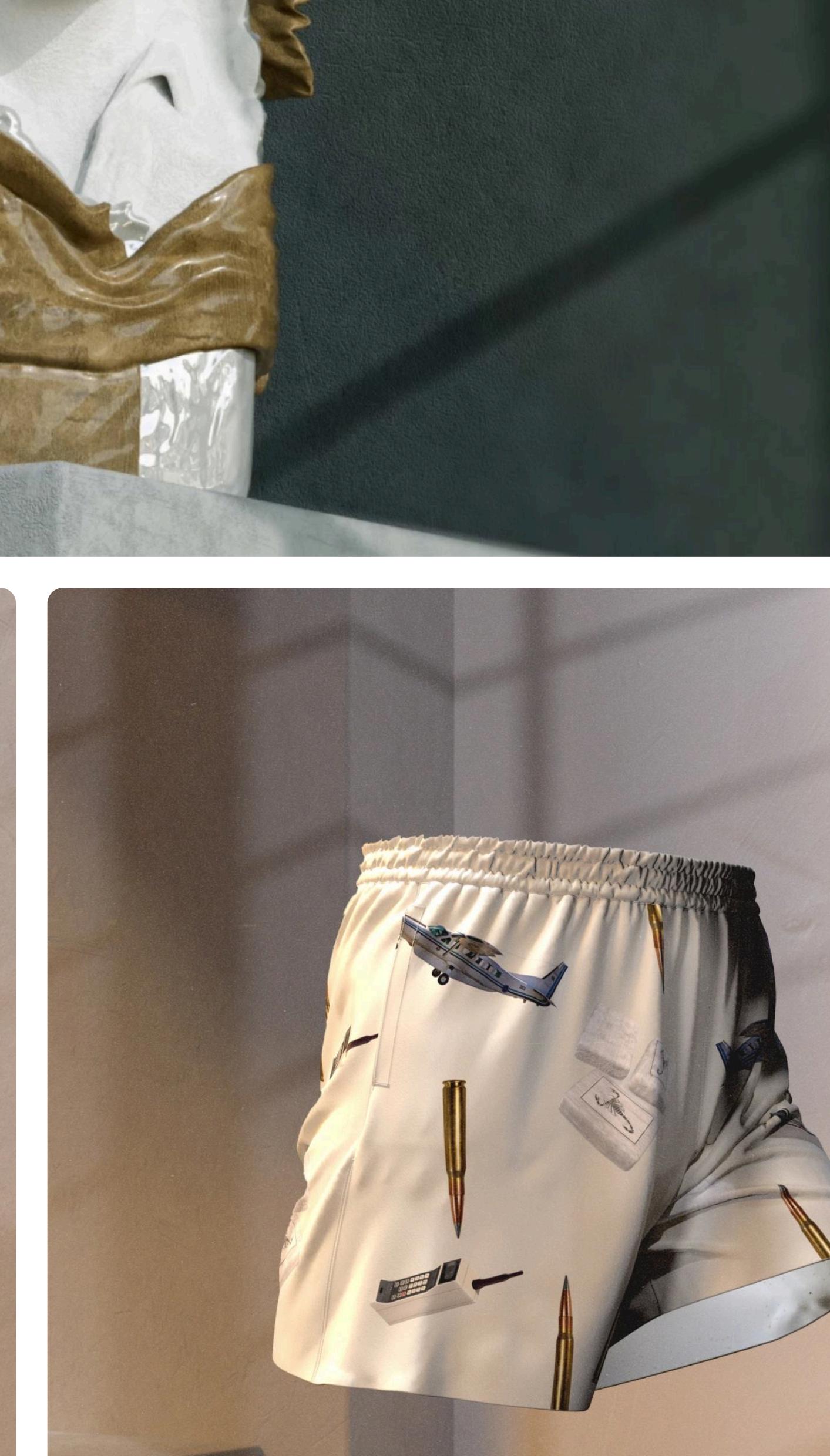
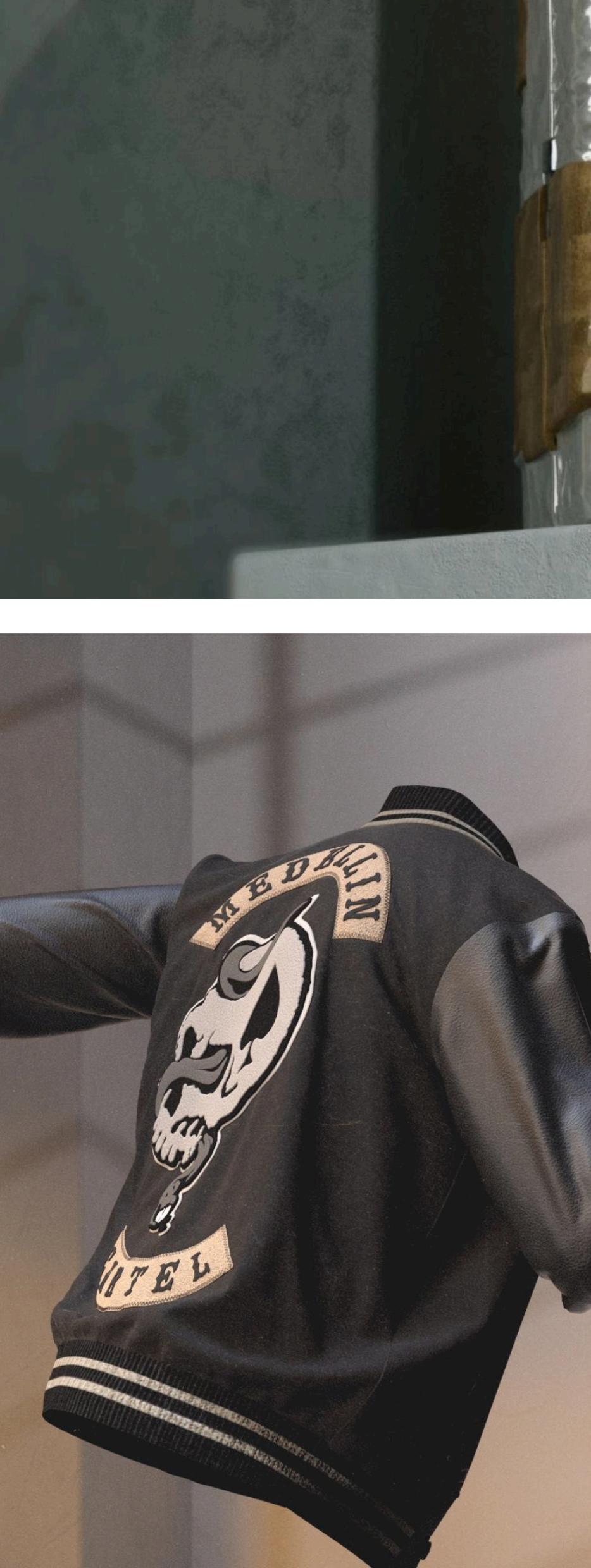
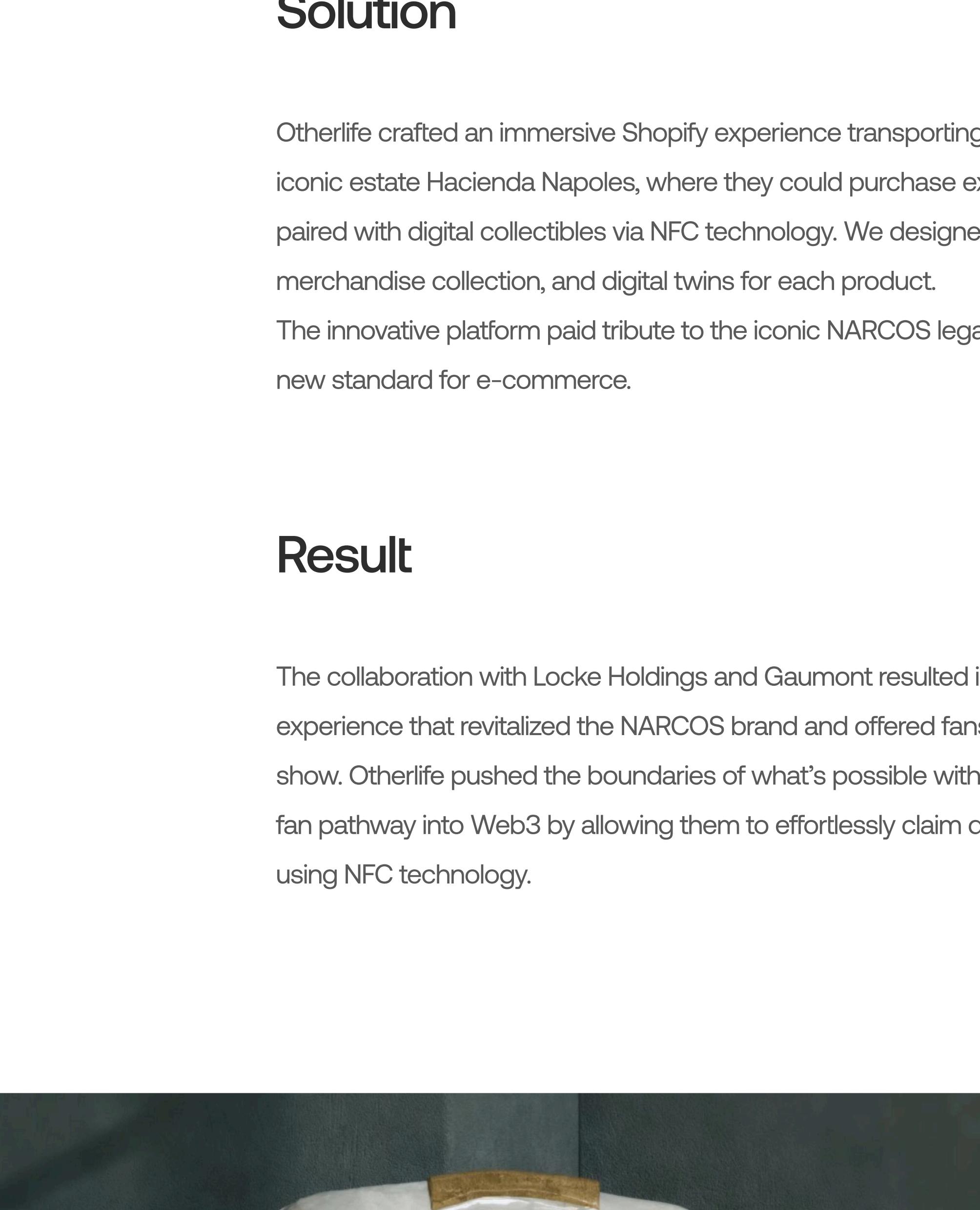
Web3

NFC

Bitcoin Inscriptions

Token gated commerce

Digital collectibles via  
NFC technology



## 01.

### Fusing Fashion with Iconic Narcos Aesthetic

#### Project Overview

The Narcos On Chain project merges fashion with digital collectibles, drawing inspiration from the Narcos universe. It offers a variety of merchandise such as hoodies, t-shirts, and sculptures based on iconic elements from the show. The collection emphasizes unique designs and limited-edition items, appealing to fans of the series and collectors alike.

## 02.

### Challenge

To give the hit Netflix show NARCOS new life, Otherlife was challenged with developing a digital merchandise and collectibles storefront that would re-engage global fans and introduce them to Web3. The project was developed for Locke Holdings, a NARCOS IP holder.

## 03.

### Solution

Otherlife crafted an immersive Shopify experience transporting users to Pablo Escobar's iconic estate Hacienda Napoles, where they could purchase exclusive NARCOS merchandise paired with digital collectibles via NFC technology. We designed 3D versions of the merchandise collection, and digital twins for each product.

The innovative platform paid tribute to the iconic NARCOS legacy, re-excited fans, and set a new standard for e-commerce.

## 04.

### Result

The collaboration with Locke Holdings and Gaumont offered a unique, immersive shopping experience that revitalized the NARCOS brand and offered fans new ways to experience the show. Otherlife pushed the boundaries of what's possible with Shopify, and created an easy fan pathway into Web3 by allowing them to effortlessly claim digital twins of their purchases using NFC technology.

