

SuperNormal NFT, Korea's Top Selling NFT Brand, Launches 5 New Lines of Business



Los Angeles, California Sep 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - SuperNormal Brand, the creator of SuperNormal NFT, has launched 5 new lines of business verticals today. SuperNormal NFT is South Korea's highest-selling NFT brand, having recorded \$100,000,000 in trading volume since its launch in February of this year.

[SuperNormal](#) debuted its new official website, featuring SuperNormal NFT, SuperNormal Atelier, SuperNormal Couture, SuperNormal Metaverse & Gaming, and SuperNormal Editions.

SuperNormal NFT, features the slogan, "Premium art is the new utility." Genesis SuperNormal collection has surpassed \$100M in total sales, ranked #1 in Korea by traded volume, and features high-end, premium, luxury digital art IP which garnered partnership deals from fashion brands, Web 2.0 IP companies, and conglomerates around the world.

At SuperNormal Atelier, a studio comprised of a dedicated team of artists, designers, software engineers, and solidity developers are on the line to take on Web 2.0 masstige brands' ideations, concepts, and vision. SuperNormal Atelier provisions full access to SuperNormal digital intellectual property & development support. SuperNormal's full-stack dev team works with traditional brands from beginning to end to help establish the brand's presence in Web 3.0, with its track record of 30 years of combined development & engineering expertise.

At SuperNormal Couture, the luxury fashion house is aligned with the SuperNormal brand's IP. The fashion house team designs create and produce high-end fashion & luxury streetwear clothing and accessories in a scarce, limited quantity. SuperNormal Couture will be releasing highly limited capsule drops, a high-end main collection, and a premium lifestyle collection. The community can expect to see popular SuperNormal ZIPS traits & characteristics translated into premium fashion products along with multiple original designs.

At SuperNormal Metaverse & Gaming, the resources are allocated towards Metaverse & Gamification, ZMV - Zipcy's Metaverse. SuperNormal Metaverse is creating multi-platform experiences powered by Web3 and developing its ecosystem of gamification platforms that will link together SuperNormal NFT, new and existing Metaverses, and mobile & PC gaming.

SuperNormal is the only NFT brand from Korea to reach #1 in global OpenSea rankings across all chains and categories. SuperNormal NFT is held and owned by HNWI and key figures including Paris Hilton - Media Personality & Socialite, Mark Cuban - Billionaire Entrepreneur, Eva Longoria Actress - Producer, Director, Rich Miner - Founder of Android & General Partner of Google Ventures, Sergi Roberto - FC Barcelona Footballer, Jaeson Ma - Founder of 88Rising, Steve Aoki - DJ & Music Producer, Mark Tetto - CEO of TCK Investments, Chris Mattmann - CTO of NASA JPL, Pranksy - Influential NFT Entrepreneur, Trey Ratcliff - a renowned photographer whose art is collected by Leonardo DiCaprio, and more.



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