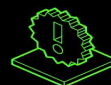


# The World's 2021 Most Innovative Companies

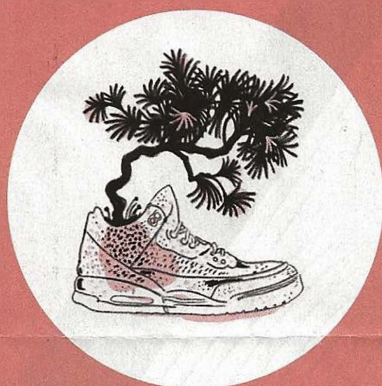
## FAST COMPANY



# 06

## Ntwrk

Ntwrk is taking product drops to a new level: The three-year-old app doesn't simply list limited-edition art and apparel for sale. It showcases products—and their creators—in live and prerecorded videos that appear on its app and beyond. The company used its video prowess in 2020 to produce virtual versions of the Beyond the Streets art fair and Ntwrk's own Transfer design festival, which drove 13.1 million in-app content views. It extended its reach by partnering with Snap on the shoppable show *The Art of the Drop*. The efforts paid off: Ntwrk doubled its users and tripled revenue in 2020. "Online shopping is one of the fastest-growing sectors of the economy," says CEO Aaron Levant. "We think video commerce is the fastest-growing segment of e-commerce." Here's how those videos sell.



### Handle With Care AJ3



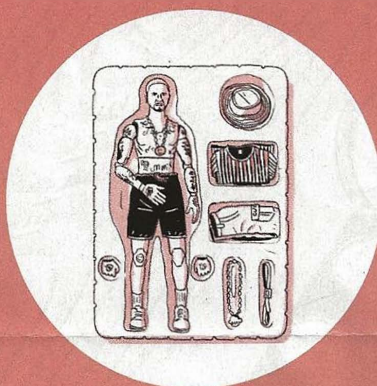
**The goods:** The artist known as Mr. Flower Fantastic made his name re-creating coveted sneakers as floral arrangements. More recently, he's been casting resin planters in the silhouettes of iconic sneakers. He created this Air Jordan 3 planter exclusively for Ntwrk.



**Sales strategy:** The planter dropped on the app with a behind-the-scenes video showing the intricate process of casting, sanding, and detailing, which Mr. Flower Fantastic also shared on his Instagram. "You can see the whole thing, from concept to consumer," says Levant, which he believes makes the product even more covetable.



**Result:** The 200 limited-edition planters sold out at \$500 apiece.



### J Balvin Figure



**The goods:** Ntwrk collaborated with reggaeton megastar J Balvin and fashion retailer Guess to create a limited-edition 12-inch action figure of the singer, complete with branded apparel and accessories—and his signature tattoos.



**Sales strategy:** Ntwrk released the figure during its Transfer design festival. Instead of a regular unboxing video, the company created a stop-motion short of mini-Balvin unboxing himself and trying on his Guess drip. "That's how we debuted it," says Levant. "with this animation of it coming out of the box, almost like *Toy Story*."



**Result:** Ntwrk sold all 500 J Balvin figures for \$250 each.



### Money Counter



**The goods:** From chains and watches to rings and grillz, music producer turned jeweler Ben Baller has created pieces for A-listers like Drake, Mariah Carey, and Snoop Dogg. "But he hadn't really productized himself outside of high-end jewelry," Levant says. A brainstorm session with Ntwrk led to the idea of a gold money counter.



**Sales strategy:** Baller created a video on Instagram of him running \$10,000 through the counter, which replayed on the app. "The content was simplistic," Levant says. "It was just him flexing."



**Result:** More than 40,000 people waited in line online for the 1,000 units, which sold—for \$140 apiece—in eight seconds.

