

APPAREL AND ACCESSORIES

Roberto Cavalli brings designs to Kim Kardashian's digital world

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Roberto Cavalli for Kim Kardashian: Hollywood. Image courtesy of Roberto Cavalli

By STAFF REPORTS

Italian fashion label Roberto Cavalli is making an appearance in the mobile game Kim Kardashian: Hollywood, enabling the brand to engage consumers through the virtual universe based on the namesake reality star's persona.

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As part of the integration, users will be able to style their avatars with Roberto Cavalli designs and take part in a challenge revolving around the brand. With reportedly more than 40 million downloads since its launch in 2014, the game has become an attractive partner for luxury brands wishing to associate with Kim Kardashian West's high-end lifestyle.

Virtual launch

Roberto Cavalli is launching 20 pieces from its spring/summer 2019 collection in the game. This includes the V1per, the first sneaker design from creative director Paul Surridge.

A limited-edition version of the sneaker is launching within the game.



Digitized version of Roberto Cavalli's V1per sneaker. Image credit: Roberto Cavalli

Along with the ability to dress an avatar in Roberto Cavalli clothing, users can take on a challenge in the game. Ms. Kardashian is hosting a fashion show, but her headline designer has quit.

The user is invited to step in, showcasing looks from Roberto Cavalli to save the day.

“We are excited to partner with Kim Kardashian West to debut the V1per sneaker, coupled with our spring/summer 2019 collection inside her mobile game, Kim Kardashian: Hollywood,” Mr. Surridge said in a statement. “This activation provides consumers the experience of styling with the Roberto Cavalli brand in an innovative and unique way.

“I look forward to see how the gamers style their avatars,” he said.

Balmain also received the avatar treatment to become a player in Ms. Kardashian West's popular role-playing mobile game.

Creative director of Balmain, Olivier Rousteing is a close friend of Ms. Kardashian West, and has casted the reality star and her sisters, Kendall and Kylie Jenner, in advertising campaigns, dubbing them and others as the “Balmain Army.” The roles reversed when Mr. Rousteing made an appearance in the Kim Kardashian: Hollywood game ([see story](#)).

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