

RETAIL

Tmall Luxury Pavilion game sends virtual ambassador around the globe

August 26, 2019



Noonnoouri "went" to Tokyo for a Mulberry partnership. Image credit: Alibaba

By STAFF REPORTS

Chinese ecommerce giant Alibaba's Tmall is looking to drive engagement among its luxury customers through a game featuring computer-generated influencer Noonnoouri.

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In the Tmall Luxury Pavilion game, Noonnoouri will jet to a new locale each week to feature a different fashion brand. The ongoing campaign rewards consumers for interactions, encouraging them to check back and invite friends to join.

Globetrotting game

Tmall's activation gamifies the influencer experience, enabling consumers to mix and match Noonnoouri's outfits or read her letters. Each interaction earns the user points, and winners will receive perks and prizes.

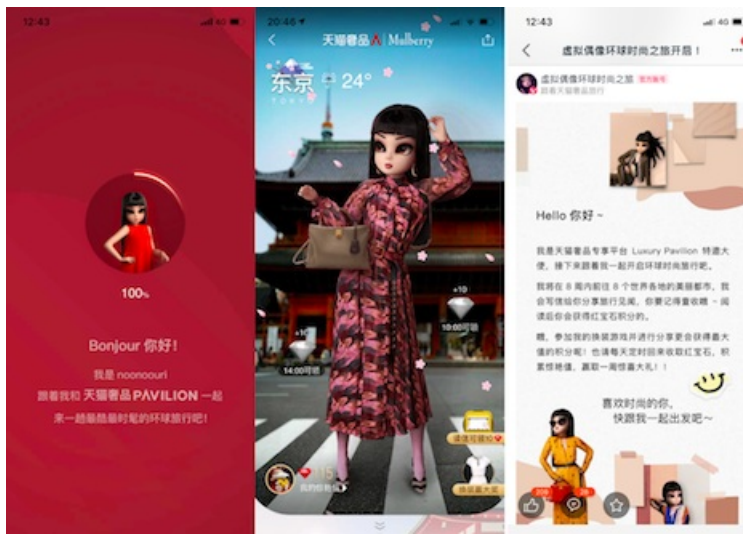
Luxury Pavilion rolled out the game on Aug. 22. At launch, the feature revolved around Mulberry and showed Noonnoouri in Tokyo, where the label was currently staging an extension of its "My Local" campaign.

My Local celebrates neighborhood pubs through live music performances and workshops.

In Tokyo, Mulberry set up its own pub at Case B, bringing a taste of Britain to Japan. At the space, consumers could take a class on bracelet making or watch craftspeople demonstrate how Mulberry's Iris bag is made.

As part of #MulberryxTokyo, Mulberry also hosted a pop-up at Isetan Shinjuku.

For Mulberry, the Noonnoouri game earned winners prizes such as shopping vouchers, limited-edition canvas bags or even an Iris handbag.



Tmall Luxury Pavilion's Noonnoouri game. Image credit: Alibaba

"Luxury Pavilion has just celebrated its two-year anniversary, and we've created a lot of exciting moments with luxury brands, from see-now, buy-now fashion shows and 3D virtual shops to co-branding campaigns and integrated VIP customer-loyalty programs," said Lili Chen, general manager of Tmall Luxury Pavilion, in a statement. "The most important thing is that we are enabling luxury brands to connect with customers via our insights.

"Moving forward, we believe the launch of this new interactive game, which invites young luxury shoppers to play, share and express their personal styles, will help build stronger bonds between the consumers and the brands on our platform," she said.

With 300,000 Instagram followers, Noonnoouri has become a fashion influencer force.

In an age where influencer content rules the fashion industry, a graphic designer has created a virtual personality that has captured Instagram and the fashion world.

Noonnoouri, a virtual personality known for her collaborations with fashion and luxury brands, has become an interesting new aspect of influencer culture that fascinates many followers. Her creator, Joerg Zuber of Opium Effect, revealed at the Cond Nast International Luxury Conference 2019 that the inspiration behind the personality came from supermodel Naomi Campbell, one of the faces of fashion, and reality star Kim Kardashian, known as the face of social media ([see story](#)).