

APPAREL AND ACCESSORIES

Gucci digitizes Off the Grid collection in virtual collaboration

October 21, 2020



Gucci Off the Grid is now available for Sims. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is heading to the virtual world through a new collaboration.

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Gucci partnered with Grimcookies and Harrie, two Sims custom creators, to recreate its Off the Grid capsule collection for the iconic video game. This is the first collaboration of this kind for Gucci.

Gucci x Sims

Players are now able to download the virtual Gucci designs and build items, which are inspired by the label's eco-friendly Off the Grid collection.

In June, the brand debuted Gucci Off The Grid, its first collection from Gucci Circular Lines that is made out of sustainable materials. The apparel and accessories are created using recycled, organic, bio-based and sustainably-sourced materials.



The digitized Off the Grid collection. Image credit: Grimcookies

The Off the Grid campaign starred actress Jane Fonda, rapper Lil Nas X and other luminaries weaving through a treehouse and green area smack in the middle of a concrete jungle ([see story](#)).

For the life simulation game Sims, London-based designer Harrie recreated the Off the Grid treehouse, while Grimcookies digitized Gucci hats, sneakers and other decorative items. Grimcookies also recreated some shots from the campaign, including a Sims-version of Ms. Fonda.

Echoing the collection's sustainability aspect, players who download the items will receive a positive environment score, mood boost and even a boost to their green eco footprint.



The Off the Grid treehouse for Sims. Image credit: Harrie

Social video games have found a resurgence during lockdowns this year, and Sims has been an inspiration for other luxury brands in the past.

In 2019, Italian fashion label Moschino is teaming up with Electronic Arts' studio Maxis to bring The Sims' video game motifs to apparel and accessories. The popular franchise has inspired a line of merchandise from Moschino, including an item that became available for players to wear in the virtual universe ([see story](#)).

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