

APPAREL AND ACCESSORIES

## Balenciaga's video game highlights fashion-gaming trend

March 17, 2021



*Afterworld: The Age of Tomorrow* is a video game that was released in December 2020 from fashion label Balenciaga. Image courtesy of Balenciaga

By LUXURY DAILY NEWS SERVICE

**Streamline Media Group** is highlighting its contribution to French fashion label Balenciaga's interactive game, bridging the worlds of gaming and fashion.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Streamline's production team, based in Malaysia, worked directly with collaborators from Balenciaga to craft the game's concept, cinematics, audio and streaming elements. The result was an immensely interactive fashion-gaming experience, which *Vogue* referred to as a "quantum leap for the fashion industry."

"It was amazing to work with non-gamers on a creative project of this magnitude," said Alexander Fernandez, CEO and cofounder of Streamline, in a statement. "Their creative concepts had no limits or constraints, it was a welcome challenge to bring this vision to reality."

"It helped us deliver, and showcase to the world, an advanced interactive experience that is now a key milestone for the games industry in the enterprise," he said.

### A wholly digital fashion experience

The video game was launched in December 2020, and although is not currently available for play, can be experienced through a seven-minute video offering a walkthrough of the fashion label's video game. Digital photos from "**Afterworld: The Age of Tomorrow**" are also available for download.

While Balenciaga was not the first to incorporate interactive gaming into its brand, the launch was the first time an international luxury fashion brand has launched a wholly digital in-game experience.

*Afterworld: The Age of Tomorrow bridges the worlds between gaming and fashion.*

For two decades, Streamline has worked with global brands across entertainment mediums to create enticing technology that invites new consumers. The company has worked with Coke, BBC Sport, Genvid Technologies and other brands.

Streamline recently highlighting its role in Balenciaga's video game production is timely as it further exposes the trend of brands implementing gaming and interactive platforms to attract a wider range of consumers.

Italian fashion label Gucci is partnered with social app Zepeto earlier this year in its latest gaming-centric push to engage consumers. The collaboration will allow users to dress their Zepeto 3D avatars in pieces from Gucci's latest collections ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.