

APPAREL AND ACCESSORIES

Gucci launches virtual Gucci Gardens Archetypes on Roblox

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A Roblox avatar exploring the digitized Gucci Gardens Archetypes exhibit. Image credit: Gucci/Roblox

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is partnering with online gaming platform Roblox for an interactive virtual exhibit celebrating Gucci Garden Archetypes.

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The virtual Gucci Garden space is available on Roblox through May 31, and replicates the physical, multimedia experience that recently debuted in Florence. Users can explore the immersive space through avatars as well as purchase exclusive, limited-edition avatar items.

Digital Gucci Gardens

Roblox is a gaming community and storefront where users program and play games developed by other creators. Gucci first collaborated with the platform in December 2020, when it tapped two players to recreate items from the Gucci Gift campaign for a virtual collection.

Gucci is expanding its Roblox collaboration with its virtual interpretation of Gucci Gardens.

Gucci Garden Archetypes is only available for two weeks

Part of the label's centennial celebrations, Gucci Garden Archetypes explores the multifarious inspirations from the music, art, travel and pop culture spheres that appear throughout the brand's campaigns. Now open, the exhibition features mythical ark-builders, intergalactic explorers, horses, dancers, angels and aliens all making appearances in this expansive exploration of creative director Alessandro Michele's kaleidoscopic mind ([see story](#)).

According to Roblox, users enter the Gucci Garden experience by shedding their avatars to become "neutral mannequins." Acting as blank canvases, the mannequins gradually absorb elements of the exhibition as they explore the different rooms to eventually become unique creations.

Roblox's developer avatar editor also allows users to purchase and wear exclusive virtual items from Gucci within the experience.



The diorama and virtual exhibit inspired by the In Bloom campaign. Image credit: Gucci/Roblox

The exhibit also includes a virtual boutique with an exclusive, avatar capsule collection. Rook Vanguard, one of the Roblox users that collaborated with Gucci last year, created the signature items inspired by the archetypal campaigns showcase in the exhibit.

This is the latest way Gucci has embraced gamification and digital fashion.

Gucci has been featured in several gaming worlds including The Sims, Pokmon GO and Zepeto. Typically, users are able to customize their avatars with Gucci products, solidifying a relationship that is mutually beneficial in that the label is highlighted and gamers can utilize self-expression ([see story](#)).

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