

SOFTWARE AND TECHNOLOGY

Burberry partners with NFT video gaming platform

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Burberry enters the NFT gamification world with its latest partnership. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has announced a new partnership with technology company Mythical Games to launch a limited-edition non-fungible token (NFT) in the company's game Blankos Block Party.

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Blankos Block Party is an open-world multiplayer game featuring NFT vinyl toys known as Blankos, that players can collect, upgrade and sell. By introducing these playable NFTs, Blankos Block Party is creating a new play-to-earn economy and aims to pave the way for the future of digital ownership in gaming.

"Launching our limited-edition Burberry Blanko in Blanko Block Party is our first exploration into the world of NFT's, unlocking an entire new platform of possibilities, empowering digital natives and gamers to own a piece of our brand and to actively engage and participate with our house codes," said Rod Manley, chief marketing officer at Burberry, in a statement. "We are incredibly excited to embark on this ground-breaking journey into the future of digital ownership in gaming."

Gaming economy

This partnership hopes to provide infinite opportunities to celebrate Burberry's core values of creativity and freedom of expression.

Mythical Games announced the partnership at the 2021 Electronic Entertainment Expo (E3) in Los Angeles, California

Drawing on the inventive approach of its founder, Thomas Burberry, the brand hopes to inspire its communities, creating new possibilities and environments to be explored.

"Pushing boundaries and discovering new ways to innovate with our communities have always been at the heart of what we do as a brand," Mr. Manley said. "Being a part of this creative and pioneering community with Mythical Games is an incredible synergy for us and a perfect evolution of our existing engagement with the gaming communities."

Earlier this year, Burberry developed two exclusive designs for Chinese mobile game Honor of Kings, in a

gamification push ([see story](#)). This would have been the game's first collaboration with a luxury brand, however, after Burberry expressed concerns over alleged forced labor practices in China's Xinjiang region, holdings company Tencent announced on Chinese social media platform Weibo that it had severed its video game partnership with Burberry ([see story](#)).

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