

MEDIA/PUBLISHING

L'Officiel celebrates centennial with virtual museum

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House of Dreams is part of a series of initiatives celebrating the publication's 100th anniversary. Image credit: L'Officiel

By NORA HOWE

High-fashion magazine L'Officiel is highlighting 100 years of fashion and meeting place of luxury, art and culture with a new virtual museum and exhibition.

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Opened on Sept. 30, **House of Dreams** is a multimedia experience celebrating L'Officiel's 100th anniversary by showcasing work from the magazine's archives, as well as galleries spotlighting brands like Dior, Valentino and Tiffany & Co. House of Dreams will also host a series of special events including an non-fungible token (NFT) exhibit and private viewings featuring the magazine's fall 2021 cover stars, Jessica Chastain and Maluma.

"L'Officiel's 100th anniversary issues, across the U.S. and global editions, feature impactful content at the intersection of fashion, luxury, art and culture," said Benjamin Eymre, CEO of **L'Officiel**, Paris.

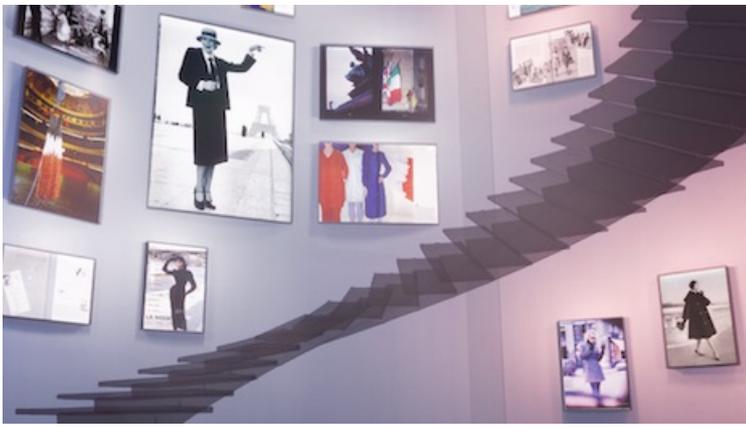
"This includes a special editorial package that presents a curated selection of some of our most memorable moments, decade by decade, stories highlighting iconic fashion houses around the world and a dossier detailing 16 designers to watch, following L'Officiel's tradition of documenting the most innovative creators in their fields."

100 years of fashion

Conceptualized, designed and executed by lili Studios in collaboration with L'Officiel's creative team and curator Stefano Tonchi, House of Dreams invites fashion connoisseurs to discover the industry's rich history through multimedia activations.

The museum, which is initially presenting 18 galleries, aims to build a community of passionate individuals by immersing them in a comprehensive environment dedicated to artists who have changed the world.

House of Dreams also celebrates the evolution of women in regards to fashion, art and culture who a woman is, can be and will become.



Inside the digital rooms, guests can discover influential pieces integral to the history of fashion. Image credit: L'Officiel

"Throughout its 100-year history, L'Officiel has been at the forefront of fashion, both chronicling and driving the cultural conversation," Mr. Eymre said. "As a global media brand, we have amassed an extraordinary archive, producing more than 1,000 covers, which, when viewed together, are a crash course in the history of fashion.

"For the centennial, we wanted to create a very special, celebratory moment, in a way that delivers lasting impact for audiences and fashion enthusiasts everywhere," he said. "It was very important to me that we continue to drive the conversation forward; that we not only reflect on the past and contextualize the present, but that we actively chart the future and uncover what's next."

Upon entering the House of Dreams website, guests are welcomed by a short video of Ms. Chastain explaining what the exhibition intends to achieve.

Digital rooms have been designed to explore editorial subjects like diversity, haute couture and Parisian nightlife.

House of Dreams will unveil new programming and exhibitions exploring other topics periodically after its grand opening.

"The inspiration for the virtual exhibition came from [our mission to drive conversation forward] and it led to an entire series of activations extending from the printed page of the magazine and special collector's book to an immersive digital environment, a unique metaverse," Mr. Eymre said.

As part of House of Dreams, certain L'Officiel artworks will be exhibited as NFTs, including the magazine's Fall 2021 centennial issue cover featuring Ms. Chastain.

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In addition, L'Officiel has purchased digital real estate on virtual gaming and blockchain platform [The Sandbox](#), where House of Dreams will have a permanent presence.

The publication has also produced a hardcover book "L'Officiel 100: One Hundred People and Ideas from a Century in Fashion" by Mr. Tonchi, which aims to supplement the House of Dream experience.

Multimedia experiences

As digital technology continues to push expectations among savvy consumers, luxury businesses are rising to the challenge of implementing immersive, multimedia strategies.

U.S. retailer Neiman Marcus and digital streetwear and lifestyle publication Hypebeast joined forces on a virtual experience to showcase the fall sneaker releases from several luxury brands.

The digital retail experience is part of Neiman Marcus' "Re-introduce Yourself" fall campaign, and invites sneakerheads around the world to indulge in the world of luxury streetwear. In cultivating the digital campaign, Neiman Marcus and Hypebeast connected their individual influences on global fashion to provide shoppers and readers access to a reimagined retail experience ([see story](#)).

Modern Luxury Media, one of the leading publishers of regional magazines, is partnering with entertainment company Roc Nation to launch a new brand and multimedia platform for underserved affluent readers.

Titled Edition by Modern Luxury, the new "multi-platform portal" celebrates diverse talent in the world of luxury. Edition is set to launch this winter and will span print, digital, social and experiential activations ([see story](#)).

Like many luxury fashion and media players, L'Officiel plans to continue engaging readers through digital innovation.

"Creating new ways for our global audiences to experience highly engaging, immersive content will continue to be key to L'Officiel's future," Mr. Eymre said.

"From establishing our presence on The Sandbox to offering L'Officiel imagery as NFTs and building upon the House of Dreams metaverse, we look forward to driving sustained innovation, as we surprise and delight fashion enthusiasts around the world."