

MEDIA/PUBLISHING

L'Officiel acquired by AMTD International in metaverse push

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

By LUXURY DAILY NEWS SERVICE

Global fashion media group L'Officiel, and parent company for high-fashion magazine *L'Officiel*, has been acquired by Hong Kong-based conglomerate AMTD International.

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While AMTD International, which is dual-listed on the New York Stock Exchange and Singapore Exchange, is primarily focused on the financial services sector, it was attracted to L'Officiel because of its metaverse-based initiatives. The group will launch an "AMTD x L'Officiel" land in The Sandbox, a popular decentralized gaming virtual world.

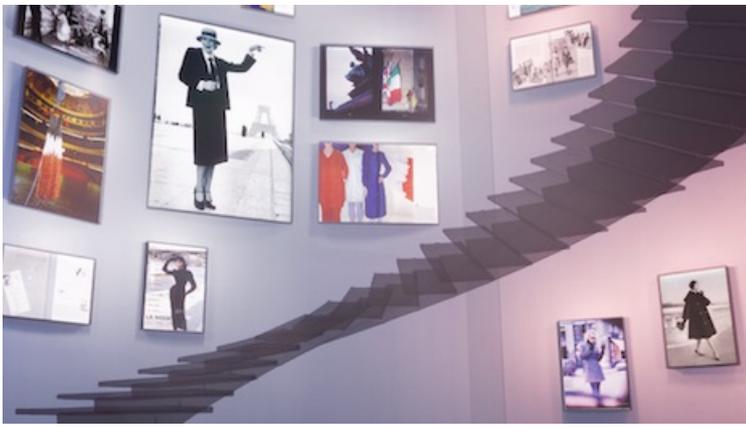
"L'Officiel demonstrates AMTD's ability to enable connectivity and positions us as a core player in the global fashion and luxury media sector," said Dr. Calvin Choi, chairman of AMTD Group and founder of **AMTD International**, in a statement.

"AMTD Group is committed to investing into and cementing points of connectivity between peoples' interests, lifestyle and ESG initiatives, acting as a super-connector," he said. "The acquisition is the ideal springboard for L'Officiel to spearhead the adoption of new Web 3.0 practices and technologies coupled with the comprehensive financial services tools and infrastructure set up by AMTD across Asia."

Print meets the metaverse

Benjamin Eymre will remain as CEO of L'Officiel under the new management structure. He has also been named chief metaverse officer of AMTD International, a newly created role in which he will spearhead the group's innovation in the space.

"Our goal is to showcase AMTD International's leadership in metaversal entertainment and cultural areas, and metaversal investment banking," Mr. Eymre said in a statement. "I am very pleased about our admission into the AMTD family, and the extended AMTD International's plan is to roll out a new world of decentralized services and entertainment contents, leveraging AMTD's sophisticated digital transformation capability."



L'Officiel has already created virtual exhibitions. Image credit: L'Officiel

L'Officiel's launch in The Sandbox will include "Fashion Skin," a project of "metaverse-ready" virtual clothing that was developed through an AI analysis of the magazine's database of more than 100,000 exclusive images.

Prior to the acquisition, *L'Officiel* had already begun experimenting with the metaverse for its centennial.

L'Officiel highlighted 100 years of fashion and meeting place of luxury, art and culture with a new virtual museum and exhibition.

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 also hosted a series of special events including a non-fungible token (NFT) exhibit and private viewings ([see story](#)).

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