

RETAIL

DFS celebrates Lunar New Year in the metaverse

January 31, 2022



Virtual idols Reddi and Vila appear in the new Lunar New Year campaign. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is putting a virtual twist on its Lunar New Year campaign.

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

The LVMH-owned retailer has tapped two hyper-realistic virtual idols, Reddi and Vila, for a new consumer experience in the metaverse. To celebrate the Year of the Tiger, Reddi and Vila will serve as DFS' "chief gifting officers" and appear in digital and social media efforts.

"Innovation is both essential and exciting, and by embracing the metaverse we have unveiled a multitude of new ways to surprise and delight our customers," said Long Chiu, executive vice president of digital ventures and marketing at [DFS Group](#), in a statement.

"Through this new medium, and by partnering with Reddi and Vila, we are able to create a unique digital platform that offers a fun and convenient way to shop a whole world of luxury products," he said. "We look forward to continuing our journey into the virtual-digital era, exploring new trends and evolving our approach to meet our customers' desires."

Metaverse retail

Both Reddi and Vila have become leading metaverse influencers with millions of fans and have worked with several top brands.

For DFS, the two virtual influencers star in a digital film, dressed in stylish Qipao dresses and enjoying a glamorous Lunar New Year dinner. Their chic tableware is adorned with food and luxurious gifts, such as jewelry, fragrances and serums.

Through March 2022, Reddi and Vila will also make luxury gift recommendations through Chinese social media platform including Weibo, WeChat and Little Red Book.



Reddi and Vila will give gift-giving advice for the Year of the Tiger. Image courtesy of DFS Group

On WeChat, DFS is launching a red envelope cover with the virtual influencers that users can use to send blessings to loved ones. A Lunar New Year-themed metaverse wallpaper will also be available to download.

This is DFS' first time experimenting with the metaverse, as more luxury brands continue to dabble in this new virtual world.

According to [McKinsey Research](#), up to 95 percent of all luxury purchase decisions are formed during the digital journey. When online games and other platforms are increasingly becoming a combination of social networks and marketplaces, luxury brands will need to move fast if they still want to lead the change in the new digital reality.

For luxury brands it means to redefine customer experiences and making them consistent across multiple access points from classical in-store experiences to virtual flagship stores ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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