

APPAREL AND ACCESSORIES

Prada gets sporty with video game partnership

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Prada created three in-game outfits for the multiplayer game Riders Republic. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Prada** is leaning into the gaming sector with a new collaboration.

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The brand is partnering with French video game company Ubisoft to bring its Prada Linea Rossa sportswear to the multiplayer game Riders Republic. Players will be able to dress their characters in exclusive outfits from the collection.

Going virtual

Riders Republic is set in several American National Parks, where players can virtually experience outdoor sports including biking, skiing, snowboarding and wingsuiting. Users can also interact with one another in social hubs.

As part of the partnership, which launched on Feb. 8, the social hubs will include some areas decked out in Prada Linea Rossa colors for a themed experience.

Prada Linea Rossa's sporty aesthetic is an authentic fit for the adventure game

Prada specifically created sports gear skis, a snowboard and a bike for the video game. Players can also customize their avatars with Prada Linea Rossa outfits: The Flame, Wild Stripes and Camouflage Rock.

By competing in weekly challenges or participating in the permanent "Prada Beyond The Line" event with their friends, users also have a chance to win some exclusive outfits.

Prada is the first luxury label to join Riders Republic's sponsorship roster, which includes Red Bull and several sports gear and equipment brands.

More fashion labels have turned to gaming collaborations to find authentic ways to reach new consumers.

For instance, Italian fashion house Valentino partnered with fashion styling game Drest for a limited-time collaboration ([see story](#)). British fashion label Burberry tapped technology company Mythical Games to launch a limited-edition NFT in the company's game Blankos Block Party ([see story](#)).

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