

APPAREL AND ACCESSORIES

## Decentraland welcomes luxury innovators to Metaverse Fashion Week

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*Decentraland is hosting the first Metaverse Fashion Week. Image credit: Decentraland*

By SARAH RAMIREZ

Virtual world platform Decentraland is hosting the first Metaverse Fashion Week, and luxury labels are looking to make a splash on the digital catwalk.

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Dolce & Gabbana, Etro and Selfridges are among the brands and retailers participating in Metaverse Fashion Week (MVFW), which runs March 24 through March 27. While more fashion labels have been experimenting with the metaverse and digital fashion, Decentraland's MVFW is the first large-scale virtual event with major industry players.

"Metaverse Fashion Week is the start of a new era in fashion that is accessible to everyone across the globe at the same time," said Andrew Kiguel, executive chairman of Metaverse Group, a vertically integrated NFT-based metaverse real estate company, in a statement.

"The event is free to attend, and all that's needed is a computer with internet access," he said. "Metaverse Fashion Week is a great way for brands to access a new demographic that would otherwise be difficult for them to reach."

### Fashion week goes virtual

Decentraland is a browser-based virtual social world and at the forefront of Web3, the next phase of Internet. Users can explore a world filled with digital assets, a marketplace and virtual events.

The platform publicly launched in 2020 and has since attracted major players such as auction house Sotheby's, which opened a virtual Decentraland location last year.



*The Selfridges metaverse flagship. Image credit: Decentraland*

More than 60 brands will be participating in MVFW, in capacities ranging from panels to fashion shows and immersive activations. Events will take place across several "zones," such as Metaverse Group's [Luxury District](#) or Boson Protocol's Fashion District.

Among the brands that can be found in the Luxury District is Italian fashion label Dolce & Gabbana.

On March 24, designers Domenico Dolce and Stefano Gabbana will unveil 20 unique, digital looks.

Through March 27, the collection will be available in a Decentraland digital showroom where avatars will wear looks from the show. However, there will be no sales transactions, nor does the label plan to offer physical purchases of the collection.

Dolce & Gabbana's presence in the metaverse will continue after MVFW with the launch of DGFamily on UNXD, a luxury NFT platform. In a balancing act between the virtual and the physical, DGFamily community members will have exclusive access to digital skins, physical products, digital wearables and physical and virtual events.

Italian fashion label Etro will also be hosting a catwalk show in the Luxury District, revealing MVFW adaptations of its new collection on March 25.

Alexander McQueen, Elie Saab and Nicholas Kirkwood are also reportedly making appearances at MVFW. British department store chain Selfridges is opening its flagship metaverse store, with a design inspired by its location in Birmingham City Center.

Additionally, American designer Tommy Hilfiker is scheduled to participate in a panel discussion on March 25. Other scheduled panels include "Virtual Couture: Digitizing High Fashion," "Sustainability and Fashion" and "Fashion on Film: Consuming Fashion Virtually."

Involvement at MVFW is not limited to fashion labels and retailers either.

U.S. beauty label Este Lauder is opening its Decentraland space on March 27, introducing an immersive metaverse experience. To celebrate the launch, the brand will host a wearables giveaway inspired by its popular Advanced Night Repair Serum Synchronized Multi-Recovery Complex, with more events forthcoming.

Not to be outdone, U.S. automaker General Motors is showcasing its new EV through wearables, in partnership with Threedium, Craft Worldwide and McCann Detroit. British beverage company Diageo is experimenting with virtual brand experiences, including wearables and mixology kits, at its "Taste of the Future" space.

#### Moves in the metaverse

Although the metaverse is still being defined and relevant business opportunities are still being quantified, many luxury fashion labels have already started using metaverse technologies.

Italian fashion house Gucci and digital collectibles creator Superplastic recently unveiled a new limited-edition series of CryptoJanky NFTs and handmade ceramic sculptures. The SuperGucci collaboration represents the next step for both organizations in their path of experimentation with the metaverse, following Gucci's virtual experiences and the Aria NFT auctioned by Christie's ([see story](#)).

In May 2021, German luggage brand Rimowa became the first luxury travel brand to create a collection of conceptual non-fungible tokens (NFTs) designed for the metaverse. The "Blueprints from the Metaverse" collaboration explored the idea of future movement through the imaginative retelling of airline memorabilia in new

contexts ([see story](#)).

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