

SOFTWARE AND TECHNOLOGY

Kate Moss joins luxury fashion game Drest

March 28, 2022



Players can dress Kate Moss' avatar with an assortment of luxury designs. Image credit: Drest

By LUXURY DAILY NEWS SERVICE

British supermodel and fashion icon Kate Moss has entered the fashion metaverse as an avatar on luxury fashion styling gaming platform Drest.

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For two weeks, Drest players are invited to dress Ms. Moss using clothing and accessories from more than 250 luxury brands including Gucci, Burberry and Versace. The styling challenges pay homage to the supermodel's most memorable fashion moments, tasking players with creating looks that demonstrate their eye for style.

Dressing Kate Moss

Players may also design beauty looks for the supermodel, using an edit of hundreds of makeup items. A choice of five unique hairstyles, designed in consultation with hairstylist Sam McKnight, are also available for players to complete their looks.

There are also three exclusive shoot backgrounds a fashion runway, Cotswolds field to emulate Ms. Moss' countryside home and luxury hotel lobby.



Players may choose pieces from brands like Gucci, Burberry and Valentino. Image credit: Drest

"It was incredible to see the avatar Drest has made of me, and I enjoyed being involved in the creative process, just

as I did when designing my high jewelry collection for Messika," Ms. Moss said, in a statement. "I'm excited to see how the players will style me over the next two weeks."

Drest stylists can use items from the Messika by Kate Moss collection for free in every dedicated Kate challenge, and one Drest stylist, chosen by Ms. Moss herself, will win a Baby Move pendant in white gold worth \$3,437.

More and more high fashion houses are looking into gaming as an outlet for their consumers, and Drest seems to be catching the eye of a few key players.

In December 2021, Italy's Valentino joined Drest for a seven-day exclusive collaboration as the luxury label looked to connect with stylish and digitally savvy audiences ([see story](#)), while Fendi joined the game to tout its winter selections ([see story](#)).

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