

APPAREL AND ACCESSORIES

## Gucci welcomes Roblox players to virtual piazza in metaverse push

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*Gucci Town is now open for visitors on Roblox. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is establishing a long-term presence on online gaming platform Roblox, as the brand further commits to immersive metaverse experiences.

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Launched on May 27, **Gucci Town** is a virtual piazza in the Roblox landscape. The virtual space, which will host a series of activations, follows earlier Gucci projects on the platform, including the Webby Award-winning Gucci Garden.

### Welcome to Gucci Town

Fashion fans and Roblox players from around the world will be able to connect with one another at Gucci Town, a destination centered around the house's codes and the creative vision of Alessandro Michele.

The piazza offers a variety of digital activities and exhibitions. Gucci enlisted the help of independent Roblox creators, including Rook Vanguard, Bunnexh and Lirn, to develop the space's products and content.

"Mini Game Heights" will transport users to an arena with Gucci-inspired competitions, including Tile Takeover and Rising Tides. At the "Creative Corner," players can experiment with different patterns, colors and shapes to create their own art pieces.



*The Gucci Shop on Roblox. Image courtesy of Gucci*

Inspired by the Gucci Vault concept store ([see story](#)), the virtual "Vault Plaza" serves as an exhibition space to showcase the brand's newest product drops and collaborations.

Users can also visit the "Gucci Shop" to purchase digital items to collect or dress their Roblox avatars. The digital fashion items, including the new archive-inspired Gucci Blondie handbags, use Roblox's "layered clothing" technology for realistic 3D garments that can fit all avatar body types for limitless ways for players to express themselves.

Gucci Town is also home to "Power-up Place," a caf where community members can meet and interact with one another. All the spaces within the piazza will be updated regularly with new content.

*Gucci Town is a digital destination on Roblox*

As players explore and participate in Gucci Town activities, they will earn GG Gems an in-experience currency that can be used to purchase power-ups or virtual Gucci goods.

Gucci Town is the brand's most notable Roblox project to date.

Last May, the label took to Roblox to introduce interactive virtual exhibit celebrating Gucci Garden Archetypes.

The virtual Gucci Garden space, which was open for a limited time, replicated the physical, multimedia experience that had debuted in Florence. Users were able to explore the immersive space through avatars as well as purchase exclusive, limited-edition avatar items ([see story](#)).

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