

APPAREL AND ACCESSORIES

## Burberry expands relationship with Mythical Games' Blankos Block Party

June 13, 2022



Burberry has confirmed a new partnership with Mythical Games, maker of Blankos Block Party. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is reuniting with Mythical Games for a new collaboration.

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Burberry is partnering with Mythical Games to offer a unique branded gaming experience for players of the flagship title, Blankos Block Party. This is the second consecutive year that the fashion label has teamed with the technology company.

### Mythical partnership

Blankos Block Party is an open-world multiplayer game featuring NFT vinyl toys known as Blankos, that players can collect, upgrade and sell. By introducing these playable NFTs, the game has created a new play-to-earn economy and aims to pave the way for the future of digital ownership in gaming.

Last summer, Burberry became the first luxury brand to partner with Blankos Block Party.

As part of an August B Series drop, Burberry introduced a limited-edition, limited-quantity Blanko that can be purchased, upgraded and sold within the Blankos Block Party marketplace.



*Sharky B is Burberry's first NFT, available through Blankos Block Party. Image credit: Burberry*

Burberry's Blanko was a shark named Sharky B, inspired by the brand's Animal Kingdom code. His body was printed with Burberry's oceanic-themed TB Summer Monogram.

The brand also introduced in-game NFT accessories, such as a jetpack, armbands and pool shoes that players can use with any of their Blankos ([see story](#)).

Burberry will announce more details about its new partnership with Mythical Games at a later date. With gamification becoming more popular, however, it can be expected that the new effort will be more extensive.

In another gamification push, Italian fashion label Gucci is establishing a long-term presence on online gaming platform Roblox, as the brand further commits to immersive metaverse experiences. 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 ([see story](#)).

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