

APPAREL AND ACCESSORIES

Burberry, Roblox launch first virtual Lola bags

July 12, 2022



The Gem and Nimbus virtual Lola bags available on the Roblox marketplace. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is partnering with online gaming platform Roblox in the release of its first virtual Lola bag.

The partnership, which aims to reflect a shared dedication to self-expression and creativity, is bringing the Lola bag into Roblox's virtual world. The release features five virtual designs with disparate colorways, with each available for 24 hours from July 11 15.

Virtual style

The five new bags were designed in collaboration with Roblox designer Builder Boy, aiming to convey Burberry's innovative spirit and community-centered approach.

Each new design expresses a disparate disposition with unique 3D textures that are inspired by Burberry's heritage and appreciation for nature.

Just dropped: the first virtual Lola bag from Burberry x @Roblox is now available to shop for 24 hours only

Shop Gem now and discover the next four designs at <https://t.co/yttEi4OJ8W#BurberryRoblox>
pic.twitter.com/gECKm2JbZu

Burberry (@Burberry) July 11, 2022

Which Lola bag will best fit your mood?

The Lola bag dropped on July 11 is titled "Gem" and comes in a green colorway with a jewel-like faade and gold handle. Released on July 12 was "Nimbus," a white bag surrounded by clouds, aiming to emanate a calming aura, also with a gold handle

July 13 will feature the drop of "Hydro," a sky-blue bag with a silver handle that spotlights ripples meant to mirror water droplets. "Bloom" will be released July 14, Burberry's clearest homage to nature with blooming flowers, soaring butterflies and a gold handle.

"Reflex" will complete the set July 15, with a mirrored exterior, a callback to themes exhibited in Burberry's autumn/winter 2022 collection.

With five different feels, consumers can decide which Lola bag best fits their avatar's style and mood. The Lola bags are available for purchase on the [Roblox marketplace](#).

Burberry is one of several luxury brands to carve a presence in the Roblox world.

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

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 ([see story](#)).

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