

ARTS AND ENTERTAINMENT

## Kenzo debuts virtual game, top player to receive Paris fashion show seat

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*"The Kenzo Run" allows players to compete for the winning prize of a fashion show seat. Image credit: Kenzo*

By LUXURY DAILY NEWS SERVICE

French fashion label Kenzo is proving its track record at the top of cutting-edge technologies true once more, this time with the release of a fashion-focused video game.

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Live from Dec. 14 - Dec. 31, "The Kenzo Run" is a player-centric virtual experience, now available at Kenzo.com. With the activation comes the announcement of solid perks, as the brand allows top virtual players to secure physical prizes for expert performance the ultimate first-place winner will get a complimentary seat at the fashion show Kenzo puts on in Paris.

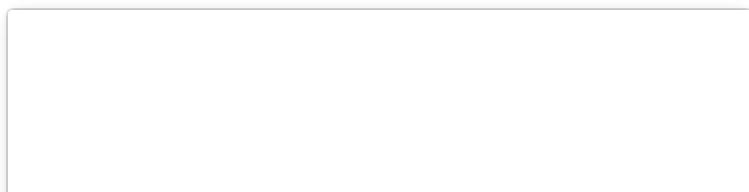
### Running toward rewards

Kenzo's latest creation offers a way for fans of the brand to not only win prizes but to interact with Kenzo pieces.

Available on the Kenzo website, players can pick from virtual characters, all wearing Kenzo pieces. The brand also offered participants ultimate avatar customization abilities, such as the selection of skin color from a wide variety which includes white, brown or blue.

Once a character is chosen, players will embark through a virtual Kenzo City, collecting as many golden Boke flower tokens as possible. Users will be challenged to avoid obstacles by making use of computer arrow keys, or finger swipes if mobile is the medium of choice.

The significance of the Boke flower integration is key: a Japanese variety and definitive design graphic for the brand, Kenzo's "tokens" are representative of a larger motif that is carried throughout its collections ([see story](#)).



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A post shared by KENZO (@kenzo)

Upon striking out of the game, participants will be prompted to enter contact information. Eventually, these items will be used to determine the top 36 scorers, who will receive an assortment of Kenzo goodies.

Kenzo's first-place prize involves a trip to Paris to claim a complimentary spot at its upcoming fashion presentation.

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