

APPAREL AND ACCESSORIES

Prada plants skiwear pieces with Ubisoft gaming partnership

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Prada's new pieces for Riders Republic are from the brand's Linea Rossa collection. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Prada is getting the attention of the gamer community with its video game feature.

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The **Linea Rossa line** from the label appears in the Riders Republic game from Ubisoft, as athletes wearing the collection participate in extreme sports. Many of the pieces appeared in last year's spring/summer fashion show, recognizable to consumers of the brand.

Fashion with game

This collaboration is where gaming meets the fashion world.

Players of the game can choose which pieces their characters will don, customizing the outfit and optical BMX gear.

The activation offers is an immersive way for Prada fans to explore the collection, while also serving as a touch point for gamers who are less familiar with the label.

Riders Republic involves skiing, snowboarding and biking among others. Players practice techniques and tricks within those sports, all while wearing Prada.

Prada joins Riders Republic in partnership with Ubisoft

Taking place in various National Parks around the United States, the game allows players to explore extreme sports with multiple players. Each player can move forward solo, or can opt to socialize and compete with others.

By competing, players can win limited Prada outfits. This can also be done through participating in the brand's sponsorship within the game, or initializing challenges with other players through "Prada Beyond the Line."

The latter is a chance for players to compete in a unique version of an in-game snow park, using exclusive Prada pieces for free. The pieces include the Riders Republic Jumbo Bike, the Faction x Prada Linea Rossa skis and the freestyle snowmobile.

Within the game there exists a communal area for all socializing, centered around the Prada Linea Rossa themes

and colors, providing an immersive vision of the collection.

The "Digital Damier" pattern is a familiar piece in the game, first made public at the 2021 fashion show. Its modern-tech aesthetic is also shared by the "Flame" print, lighting up when the gaming mode is switched to night.

The Flame Snowboard on the other hand, was created specifically for the game itself.

Riders Republic and Prada have partnered before in February, but the snowboard, bike and Optical BMX attire are all new pieces for the game.

These moves to work with Ubisoft fuse the Prada look and Linea Rossa selection into the landscape of Riders Republic.

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