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## Coty launches virtual campus for global employees

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The conglomerate has partnered with holographic collaboration platform Spatial on the launch of "Coty Campus," an internal metaverse for its 11,000 global employees. Image credit: Coty Inc.

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Coty is unveiling an innovation aimed at the company's corporate community, signaling an investment in the upskilling of its global workforce.

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The conglomerate has partnered with holographic collaboration platform [Spatial](#) on the launch of "Coty Campus," an internal metaverse for its 11,000 global employees. Coty Campus will officially launch this fall.

"Coty is committed to being a leader in digital and continues to push the boundaries of innovation," said Jean-Denis Mariani, chief digital officer at [Coty](#), in a statement.

"With Coty Campus, we are proud to leverage Spatial's Web3 and gaming technology on a groundbreaking scale to create new immersive experiences that will provide the most interactive solutions for collaboration and co-creation," Mr. Mariani said. "Coty is thrilled to be the first Beauty company to embark on this kind of project."

### Coty Campus

Come autumn, Coty will harness Spatial's ability to turn any room into a 3D workspace, giving fragrance, color cosmetics, and skin and body care teams access to tools including text and vocal chat discussions, screen-and-file sharing and customizable avatars.

Representative of a key development in Coty's ongoing efforts to strategically digitize as a company, the beauty leader's latest announcement allows organization members to opt for the use of either desktop or mobile to join in.

The platform seeks to gamify global collaboration and engagement, offering a "phygital" reward system to employees while integrating elements such as item collection, location exploration and quest fulfillment.



*Coty's partner helped Hugo Boss stand up a Metaverse Fashion Week showroom activation last month. Image credit: Hugo Boss*

"Partnering with Coty to create and launch Coty Campus is a significant industry milestone, reinforcing Spatial's commitment to developing accessible virtual experiences that foster engaging and meaningful connections across web, mobile, and VR," said Gianna Valintina, global director of partnerships at Spatial, in a statement.

"Together, we take pride in pushing the boundaries of technology and crafting new models for scalable gamified experiences for Coty's 11,000 global associates."

Having delved across luxury verticals Spatial helped German fashion house **Hugo Boss** explore the power of immersion, standing up a Metaverse Fashion Week showroom activation last month ([see story](#)) Coty's partner claims the title of the largest 3D social network.

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