

APPAREL AND ACCESSORIES

## Givenchy Beauty heads to metaverse for Pride exhibition

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*The beauty arm of the LVMH-owned fashion house is looking to celebrate the LGBTQ+ community in a fresh way. Image credit: Givenchy Beauty*

By LUXURY DAILY NEWS SERVICE

The beauty arm LVMH's fashion house **Givenchy** is looking to celebrate the LGBTQ+ community in a fresh way, rounding out the month with the launch of an online gallery.

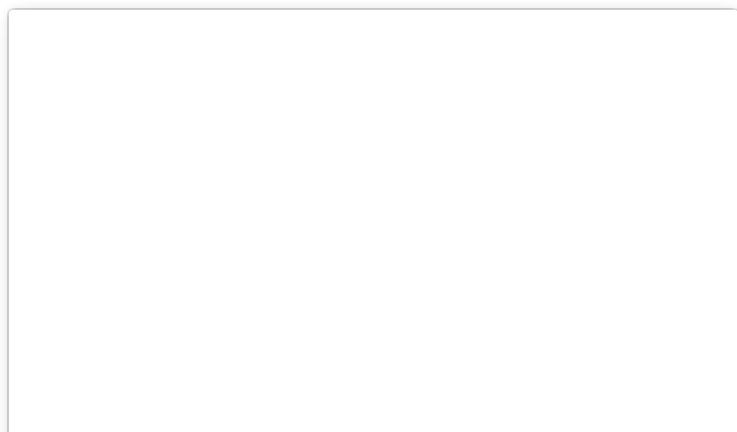
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Running through July 2, a futuristic exhibition has been launched by the label to champion Pride Month support. Making use of the metaverse platform Spatial, the maison hopes its approach to "disruptive creativity" will showcase its values of inclusion and respect, while also donating the revenue from the sale of a digital collectible to charity.

Rainbow showcase

Made in collaboration with three artists, two of whom identify as non-binary, it draws on their unique experiences to deliver an interactive, one-of-one technological adventure.

Los Angeles-based digital artist Edgar Fabian Frias contributed a piece that takes the form of a 30-second-long gif; entitled "Chroma Nexus," it features blooms of shapes and colors. "Tree of Life," another piece in the collection by Vanille Verlos, who hails from France; the work depicts the individuality of the LGBTQ+ community through a more traditional stylistic lens.



[View this post on Instagram](#)

A post shared by LVMH (@lvmh)

The final work of the digital exhibition is called "Engaged Dynamics." Created by Sam J, it aims to show what trans identity and experiences are to the unaware masses through an immersive 3D production.

As part of Givenchy Beauty's celebration, 1952 copies of an artistic non-fungible token (NFT) project have been released on the sales platform Veve. Created by the digital art group Rewind Collective and London gallery owner Amar Singh, the venture is simply titled "Pride."

The drop depicts a series of portraits flanked by the colors of the rainbow flag, meant to showcase diversity. All proceeds from the collectibles' sales will go directly to the Le MAG Jeunes association, which supports young members of the LGBTQ+ community in France.

Similarly participating in Pride Month, U.S. jeweler David Yurman renewed its annual partnership with The Trevor Project ([see story](#)).

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