

APPAREL AND ACCESSORIES

# Gucci Cosmos hits metaverse this month

November 8, 2023



Hosted by The Sandbox, an online gaming platform, "Gucci Cosmos Land" takes players through an online replica of the London exhibition. Image credit: Gucci

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By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is bringing a traveling event to a digital venue for a limited time.

Beginning Nov. 8, patrons of metaverse platform The Sandbox will be able to experience the brand's immersive archival exercise in a whole new way. Called "Gucci Cosmos Land," the activation takes players through an online replica of the exhibition, now visually represented through pixel displays pushed live this month.

## Digital domain

Gucci Cosmos Land mirrors the tour's London stop, which launched in early October ([see story](#)).

All aspects of the London outing are present in The Sandbox, including the recreation of the entryway at The Savoy Hotel and "Gucci Ancora."

Both rooms, once exclusive to the 180 Studios-based exhibition running through the end of the year, are now also available via the use of Web 3 technology.

The new, video-game-like version grants users a look into the history and origins of the maison.

From 180 Studios in London to [@TheSandboxGame](#), the House's archival exhibition [#GucciCosmos](#) has landed in the metaverse for a limited time. Discover the immersive digital experience tracing the House's history <https://t.co/1r1K66wosR> [pic.twitter.com/lkCiKfn38](https://pic.twitter.com/lkCiKfn38)

[gucci \(@gucci\)](#) **November 8, 2023**

Every section tells a different portion of the label's story, starting with background on the brand's late founder, Guccio Gucci, who worked within the city's Savoy Hotel, before making its way to the present day with "Gucci Ancora," showcasing the design and preferred color palette of current house creative director Sabato De Sarno.

The limited-time playable experience ends Nov. 22, 2023, and can be accessed for free on The Sandbox's [website](#).

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