

APPAREL AND ACCESSORIES

Balenciaga launches mini-game to boost skiwear collection

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The brand is joining others in luxury that are embracing the world of gaming. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is promoting debut merchandise with a digital touchpoint.

Launched this month, a new mini-game features looks from the brand's first-ever skiwear collection, released in November. Players can pick from two avatars who don animated versions of the winter garments, allowing users to interact with the products while trying their hand at a chance to win prizes.

Game mode activated

The video game brings the Balenciaga Skiwear Collection online.

When first opened, a duo of figures are presented as avatar choices, each dressed in the new line. Ready-to-wear items, protective accessories, athletic gear and snow equipment are all up for grabs, the players' chosen representatives sporting the looks for their race down wintery slopes.

The world in which the luxury house's offerings are showcased is immersive, with peaks soaring above the courses that users will tackle. Signage is posted with Balenciaga branding as markers and gates for these routes.

Balenciaga's Skiwear Collection is central to the game

Three environments and three meteorological options occur as the game progresses. As the player gets further along, the game speeds up and requires additional effort to maneuver against extreme weather conditions.

Rewards are given to those who can stay on the slope the longest. Prizes include exclusive stickers and wallpapers.

Players can glance at the worldwide scoreboard to see how their performances compare to others around the globe. The overall champions will be gifted a Balenciaga Ski Lock, first revealed with the launch of the collection ([see story](#)).

Available on any device through Jan. 31, 2024, the mini-game can be accessed at <https://ski.balenciaga.com/> and on WeChat in China.

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