

FRAGRANCE AND PERSONAL CARE

Givenchy Beauty House expanded for holidays

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In "Festive Winter Escape," shoppers can explore decorated buildings, snow-covered areas and a ski chalet filled with make-up stations. Image courtesy of Doppelgnger

By LUXURY DAILY NEWS SERVICE

French fashion label Givenchy and U.K. creative consultancy Doppelgnger have built a digital shopping experience.

The two parties are adding "Festive Winter Escape" to [Givenchy Beauty House](#), an existing space on online gaming platform Roblox that rolled out in June 2022. The update advertises the 2023 Holiday Collection, allowing consumers to discover makeup, fragrance and skincare products at an immersive ski chalet.

"Givenchy Beauty's Festive Winter Escape' is another example of how Givenchy is disrupting the fashion and beauty industry to bring new, first-of-a-kind experiences to fans," said Max Proctor, managing director at [Doppelgnger](#), in a statement.

"It builds on the success of the Givenchy Beauty House which we produced and, together with creative studio Like Fire, launched on Roblox in June last year," Mr. Proctor said. "Since its launch, Givenchy Beauty House has had over 10.7 million visitors.

"With the launch of the Festive Winter Escape', Givenchy can offer beauty fans worldwide an enhanced retail experience where they can enjoy the holiday season both in-store and online, while also engaging and attracting a new, digital-savvy generation of shoppers."

Got game?

In "Festive Winter Escape," shoppers can explore decorated buildings, snow-covered areas and a ski chalet filled with make-up stations.

Here, players can try on the latest Givenchy products using their avatars, including limited-edition releases from the 2023 Holiday Collection. The beauty items available to sample vary, from the Le Rouge lipstick range to the Le 9.10 eyeshadow palettes to the Prisme Libre Skin-Caring highlighter.



Shoppers can digitally experience Givenchy Beauty and secure exclusive items. Image courtesy of Doppelgnger

There is also a dedicated spot for the L'Interdit, Irresistible and Gentleman fragrances inside.

In true Roblox fashion, there are traditional gaming elements throughout the Givenchy experience. For example, shoppers can perform tricks on an ice rink for the chance to win an exclusive user-generated content (UGC) item: a pair of earrings inspired by the seasonal lipstick selection.

Aside from dancing, strolling through twinkling lights and enjoying digital Christmas trees, another opportunity is provided to secure a UGC design.

A digital, silver version of the Voyo Bag has been made, available to players who complete a Christmas tree obstacle course.

A gifting code is also hidden in the experience. Users can redeem the discount on Givenchy Beauty's website.

This expansion of the brand's Roblox realm comes after another metaverse activation this summer ([see story](#)).

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