

APPAREL AND ACCESSORIES

Edutainment leads metaverse strategy at Max Mara

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The game includes three areas: the Pattern Lab, the Color Parkour and the WunderKammer. Image credit: Max Mara

By EMILY IRIS DEGN

The Italian fashion label is taking its signature Teddy Bear jackets into Web 3 realms.

The [Max Mara Coats Adventure](#) is live now on digital platform Roblox, which boasts 70 million daily active users. Dubbed an “edutainment experience,” the immersive metaverse activation grants the brand a piece of the gaming craze taking luxury, and particularly its Gen Z audience, by storm.

“Meta” get going

The Max Mara Coats Adventure features dozens of Teddy Bears, nodding to its famous jacket that recently hit its 10-year anniversary.

The game includes three areas: the Pattern Lab, the Color Parkour and the WunderKammer. Each brings the brand and its craft to life for digital explorers, complete with trees made out of giant spools, roller coasters that transport 101801 Icon Coats and meadows made of fabric.

The wait is over: the official [#MaxMara #Roblox](#) experience is live NOW!

Teddy Bears, mini-games and free [#UGC](#) await: embark on the [#MaxMaraCoatsAdventure](#) to explore a world where fun has never been so stylish, and style has never been so much fun! pic.twitter.com/PwHeJJafZz

Max Mara (@maxmara) [January 31, 2024](#)

The first space, the Pattern Lab, is a tailoring workshop. The second, the Color Parkour, offers courses where players can gather color spheres themed after Max Mara’s palettes.

The third area is a “maze of wonders.” Created in collaboration with Italian art studio Atelier dell’Errore, the WunderKammer enables users to build and rebuild parts of animals into “daimons,” or creatures that accompany one’s avatar.

With Teddy Bears to help them on their quests, users can complete challenges, enjoy rides and uncover mini-games throughout

the lands. Secrets are also scattered around branded Button Buildings.

These aspects provide participants with opportunities to learn about the historical and cultural characteristics of Max Mara's artisanry and the textile industry as a whole.



Max Mara's game has some features that are labeled "coming soon," building anticipation for their reveals. Image credit: Max Mara

Emphasizing this point, the house is taking to YouTube to not only advertise its interactive adventure but to dig deeper into its handle on craftsmanship.

In the latest video, Max Mara shares with viewers how its values, design and products have been transformed for Roblox. Detailing how the brand landed on the platform, consumers now have access to a behind-the-scenes look at the now-live experience.

Animated versions of leaders at the company appear, including group chairman Luigi Maramotti and customer relationship manager Eugenio Fedolfi. Non-animated interviews with the designers behind the game are also included, publicizing the work that went into creating the touchpoint.

Max Mara Coats Adventure: the Making-Of, Episode 1

The first episode is 7:30 minutes long more are to come.

As highlighting know-how and archival appeal has been proven to up sales ([see story](#)), many in luxury are likewise centering these pieces of their business via in-person engagements ([see story](#)) and other activations like workshops, campaigns starring skilled employees and live demonstrations.

However, Max Mara's showcase could prove to be even more profitable thanks to its gaming angle.

Gen Z and gaming

Roblox is known for its community-building, framed around allowing players to forge connections and interact with other users.

Many have spotted its potential as a home for advertising, such as Italian automaker Lamborghini ([see story](#)) and British fashion label Burberry ([see story](#)), among others.



Gen Z is increasingly taking to the digital world to find style inspiration. Image credit: Roblox

With users hailing from 180 countries, [Roblox reports](#) that its GDP has grown to be as big as that of some nations, turning it into one of the planet's largest digital economies. The company has been leaning into this progression, offering incentives for creators and brands to partner up and earn within its corner of the metaverse.

Last year, the **Roblox Partner Program** was launched, opening the door for an immersive promotional ecosystem on the platform.

“We took a page from the traditional advertising books by building a Partner Program around our new media offering, but changed the game by making it community-forward and welcoming developers alongside agencies and brands so they can partake in the growth of our Immersive Ads business,” said Ashley McCollum, head of immersive media solutions at Roblox, in a statement.

Now, Max Mara is benefiting from these investments, finding itself a customer-friendly space where it can stage products while retaining attention through the engaging nature of the format.



Advertising through avatars is proving to secure more customers. Image credit: Roblox

Those aged 17 to 24 represent the fastest-growing segment on the platform. With Roblox’s recent focus on the **group**, Max Mara’s play into the gaming trend ([see story](#)) is likely to be especially attractive to the valuable Gen Z audience.

In a recent **report**, digital expression is extremely vital to this consumer base, of which 56 percent stated that styling their avatar is more important to them than doing so in the physical world. When it comes to older Gen Zers aged 22 to 26, 64 percent say the same thing.

Digital fashion specifically is at least somewhat important to 84 percent of all respondents.

Meanwhile, 84 percent and 54 percent of those questioned report that they are at least somewhat inspired and “very or extremely inspired,” respectively, by their avatar’s style when it comes to their real-life dressing habits.

Experts discuss digital fashion and beauty trends on Roblox

By bringing textiles to the gaming world and putting its products on avatars, it appears that Max Mara is engaging with some of today’s most financially rewarding trends.