The virtual world continues to be an important destination for Burberry. The UK-based luxury fashion house has launched a virtual handbag collection on Roblox, the global online platform "connecting millions of people through shared experiences".

Taking inspiration from the brand's Lola bag and Burberry's "long-standing affinity for nature and the outdoors", the exclusive limited-edition virtual Lola range is comprised of five unique handbags in experimental designs. Created in partnership with one of the Roblox community's most established digital fashion designers, @Builder_Boy, the launch "reflects Burberry's commitment to experimenting with creativity and going beyond".

Drawing on Burberry's "spirit of adventure with their playful aesthetic", the five handbags are crafted from "extraordinary materials" including clouds, water and wild foliage.

Community members can dress their avatars with the handbags on Roblox "as they explore the platform's millions of user-generated worlds, encouraging self-expression and discovery".

As part of the collaboration, each handbag is accompanied by an exclusive "emote", a unique action that avatars can perform on Roblox, available to users for free for a limited time.

The distinctive movements, such as levitation or dance, mirror each handbag's design theme, with the levitation emote launching in tandem with the Cloud Lola bag, for example.

Rachel Waller, VP Channel Innovation at Burberry, said that by bringing its Lola bag to life "in an entirely new creative way... the expression of our digital personas is a fascinating concept and one which we know is increasingly important to our customers".

She added: "Roblox is a platform built on imagination, community and creativity pillars which are central to our brand, and we're delighted to bring our virtual products to this community."
Christina Wootton, VP of global partnerships, Roblox, added: “For our global community of over 50 million daily active users, self-expression through digital fashion and personalisation of avatars is an important part of their day-to-day experience on the platform.”

By Nigel Taylor

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