Tommy Play metaverse opens on Roblox

By Jennifer Braun - 22 July 2022

Tommy Hilfiger is expanding its presence on Roblox with the launch of a virtual 'Tommy Play' store.

The spacious store is set high in the sky, and displays large stone animal statues inspired by the Bronx Zoo and tags from local street artists paying homage to the Bronx’s iconic imagery. In particular, the store is a hub for the Tommy Jeans Pop collection products, which include iconic puffers, windbreakers, hoodies and accessories.

Alongside the retail space, the main attraction is parkour, where the community can enter a spray paint area to create their own tags and unlock street dancing.

“We’re excited to announce this next phase of our Roblox collaboration,” said Tommy Hilfiger. “Sharing these fun and unique aspects of our brand with the Roblox users is an innovative way we engage with the digital consumer. There are so many possibilities in the metaverse and this is just one more offering that we’ve created together.”

The PVH-owned brand first launched on Roblox in December 2021 with eight digital fashion designers from the Roblox community creating the Tommy X Roblox Creators collection. The collaboration has since expanded to include the launch of Tommy Play, reflecting Tommy Hilfiger’s continued ambitions to offer unique brand experiences to its global community.
The new store was created by some of the original UGC creators from the December 2021 launch, as well as new creators.

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