Burberry joins Gen.G to "champion women and inclusivity" within gaming

By Sandra Halliday - July 27, 2022

Burberry has partnered with global esports organisation Gen.G for the launch of a four-part educational content series “to champion women and the importance of inclusivity within gaming” as part of Gen.G’s NetWORK: Inspire program.

It’s the luxury brand’s first foray into the world of esports and it said it builds on both its own and on Gen.G’s “commitment to helping underrepresented communities gain valuable skills and insights that will empower them to go beyond”.

It’s hosted by entrepreneur and content creator Emily Ghoul and the series features women in gaming content.
It's hosted by entrepreneur and content creator Emily Ghoul and the series features women in gaming, content creators and influencers from across the industry, as well as Burberry team members.

The episodes look at the common challenges facing women within gaming.

That comes as figures show almost half of all gamers are women, but most executive positions in the gaming industry are held by men.

The first episode launches on Thursday to be followed by a new one every two weeks. The series will be available on Burberry's website, as well as on TikTok, YouTube, and livestreaming platform, Twitch.

The company is also donating to the Gen.G Foundation Scholarship that aims to develop talented young gamers with the potential to lead the industry’s next generation. The company will select a scholarship recipient who will be announced in September.

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