ASOS in major gaming deal with Fnatic

By Sandra Halliday - 26 September 2021

ASOS has become the latest big fashion name to enter the gaming world, although its new multi-million-dollar deal with esports brand Fnatic isn’t just about creating a game as is the case with some labels. Instead, it’s a partnership that includes the two firms collaborating more widely.

The three-year link-up will see them co-developing both online and offline activations, as well as creating those all-important branded in-game experiences and plenty of digital content. One benefit for ASOS will mean it reaching out directly to the 30 million Fnatic users, most of them in the core Gen Z demographic that the fashion e-tailer targets.

The ASOS logo will appear on the front of all team jerseys for the Fnatic team, which includes the forthcoming League of Legends annual World Championship tournament. That typically gets 100 million+ viewers. And it doesn’t stop there. In fact, the logo will appear on all kits featured on Fnatic, which means 30+ sports and 200 championships.

Gaming has become a key marketing channel for fashion firms with big names in luxury like Burberry, Gucci, Stella McCartney and Balenciaga having entered gaming in recent periods. It’s also been a key focus for sneaker brands such as Vans, while Adidas has a kit deal with G2 Esports. Last year, Gucci also released a Fnatic branded watch.

ASOS chief growth officer Robert Birge said: “Gaming and fashion are both passions for young adults and as esports continue to boom, we’re incredibly excited about this partnership. Gen Z-ers increasingly express their style in both the physical and digital worlds and this is something we’re excited to fuel. We’re also looking forward to seeing some of the world’s greatest esports athletes wear our name on their Fnatic jerseys at the Worlds in Iceland.”

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And Fnatic CEO Sam Mathews added: "Through this partnership with ASOS, we will empower all gamers to find their unique voice and style, inside and outside of the game."

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