Ralph Lauren unveils holiday experience and digital fashion collection on Roblox

By Robin Driver - 9 December 2021

Iconic American fashion brand Ralph Lauren is continuing its exploration of the metaverse with the creation of a holiday-themed experience and digital clothing collection on online games platform Roblox.

Debuting on Roblox on Wednesday, December 8, The Ralph Lauren Winter Escape experience allows the platform’s users to engage in a range of wintry activities with their virtual avatars, including ice skating, drinking a hot chocolate from Ralph’s Coffee Truck, and toasting marshmallows, all against the backdrop of a snow-covered alpine landscape.

The experience launches alongside The Ralph Lauren Digital Collection, which can be tried on by users’ avatars and purchased at the Polo Shops featured in the Winter Escape. Available exclusively on Roblox, the virtual collection takes inspiration from the Ralph Lauren Polo Sport line from the 1990s and offers a selection of eight winter sportswear looks taken from the Polo Sport, Stadium and Snow Beach archives, as well as from current seasons.

This launch offering will be complemented by additional looks, limited-edition accessories and bonus items set to drop on a weekly basis, with further details to be revealed via the Ralph Lauren social media handles.

Ralph Lauren developed its Roblox experience in collaboration with Funomena, a community developer on the platform.

“Our engagement in the metaverse is a natural extension of our lifestyle brand which, at its core, has always been about stepping into the worlds of Ralph Lauren” explained Ralph Lauren chief digital and content officer Alice Delahunt in a release. “Our partnership with Roblox builds on years of digital innovation and underlines our belief in the opportunity that virtual spaces and economies present—especially when it comes to the next generation of consumers.”
Roblox is not Ralph Lauren’s first foray into the metaverse. The brand released its *debut purchasable digital apparel collection* with South Korea’s Zepeto in August, a launch that was also accompanied by the creation of three interactive Ralph Lauren-themed spaces for the platform’s users to explore with their digital avatars.

Nor is Ralph Lauren the first fashion label to land on Roblox. VF Corp’s Vans World debuted on the platform in April of this year, while Nike announced the launch of its own Roblox experience in November.

Particularly popular with tweens and teenagers, Roblox has been attracting attention from a wide range of brands, who see it as a platform through which they can engage with younger demographics before they become viable consumers of their real-world products.

The Ralph Lauren Winter Escape experience will run through January 3, 2022.

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