Forever 21 launches shop management simulator on Roblox

By Robin Driver - 21 December 2021

American fashion retailer Forever 21 has become the latest brand to explore the metaverse via online game sharing platform Roblox, launching Forever 21 Shop City, an experience allowing users to try their hand at running their own store.

Through Forever 21 Shop City, Roblox users will be able to simulate owning and managing their own Forever 21 store. They will be able to buy and sell Forever 21 merchandise, hire non-player characters (NPCs) as employees and customize every aspect of their store, including location, interior and merchandise offering.

As users progress through the experience, they will earn points that can be used to expand their store or to unlock customized exterior options. The 21st of each month will also be Forever 21 Day in the game, signalling the arrival of new themed content and activities. The first Forever 21 Day is December 21 and will involve a holiday-themed update.

What’s more, in a neat marketing trick, when Forever 21’s new collections launch in the real world, they will also release within the Roblox experience, meaning that users will be able to sell the items in their in-game stores or buy them for their own virtual avatars to wear.

Aside from engaging in the core mechanics of store management, Forever 21 Shop City users can also explore four themed districts, where they can engage in role play and community building. In among these locations is the Yellow Carpet Zone, where users can show off their virtual styles and pick up a picture of their avatar that can be shared across social media using a choice of six exclusive frames.

Conceived in partnership with Virtual Brand Group, a company specialized in helping global brands make their mark on the metaverse, Forever 21 Shop City is very much a community effort and also features contributions from a range of user-generated content creators and Roblox influencers.

The Forever 21 Shop City fashion line, for example, was curated by Sam Jordan @Builder_Boy alongside @Beeism, @OceanOrbsRBX, and @JazzyX3, all of whom have created exclusive items for the experience. The game will also feature personalized stores from platform influencers including KrystinPlays, Shaylo, and the Sopo Squad.
“The metaverse is the most transformative innovation since the creation of the internet. Roblox is one of the platforms creating the biggest business opportunities for brands with more than 50M daily active users who socialize and live digital lives for hours every day,” explained Virtual Brand Group CEO Justin Hochberg in a release.

“Our collaboration with Forever 21 marks not just one of the biggest metaverse launches this year, but also one that uniquely combines the physical and virtual worlds by delivering IRL content from Forever 21 in-game and finding ways for Roblox UGC creations to exist IRL,” he added.

Thanks to its popularity with tweens and teenagers, Roblox has been attracting the attention of a wide range of brands, who have used it to explore new ways of engaging with younger consumers.

Earlier this month, both Ralph Lauren and Tommy Hilfiger announced their own launches on the platform, following in the footsteps of the likes of Vans and Nike, which revealed their Roblox experiences in April and November, respectively.

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