Stradivarius enters the metaverse with a digital fashion line

By Triana Alonso  -  15 April 2022

The Inditex group's young brand is venturing into digital fashion. After Zara took the plunge into the metaverse with a first capsule collection on the Zepeto app and Pull&Bear entered virtual reality by creating a surfing game, as well as a virtual showroom and fitting room, Stradivarius becomes the third chain of the company founded by Amancio Ortega to launch itself into the virtual world. It will do so with a digital fashion project as a way to expand its product portfolio.

Stradivarius presents its new collection entitled ‘Digital Fashion: wear the future now’ aimed at "offering an immersive experience to the consumer through the purchase of digital garments". As explained by the brand, the endeavor’s objective is to "adapt to the dress codes of the future" by offering digital clothing that the customer can attach to their own pictures and subsequently share them on social media platforms.

Through a strategy of gradually presenting capsule collections, or in other words ‘drops’, Stradivarius will launch its virtual items exclusively through its own app. Inspired by denim and the romanticism of flowers, the first collection ‘Drop 1: Blueming’ features unique dresses, corsets, and asymmetrical and metallic pieces. Available free of charge for a limited time only, the capsule’s original prices are revealed on the Stradivarius app: from €1.90 for a short denim dress to €5.99 for the most expensive ensemble, a shirt and miniskirt set that resemble a blooming garden.

Digital fashion, but make it affordable

Although the metaverse still seems like uncharted territory for many users, Stradivarius embarked on an easy and accessible initiative. It only requires a few simple steps for use: download and open the brand's app, click on the "digital fashion" function, take a photo or upload one from the gallery and try on the products you want. Once selected, the purchase of the garments also allows the photographs to be downloaded so that they can be shared on social media.
The collection is currently available in a selection of countries, including Spain, Germany, France, Italy, Poland, Portugal, United Kingdom, Austria, Ireland, Denmark, Romania, Greece, Sweden, Bulgaria, Croatia, Hungary, Czech Republic, Slovakia, Finland, Slovenia, Serbia, and Turkey.

The Barcelona-based brand has been one of the most active within the group when it comes to novelties. After having presented its ‘Stradivarius Meets Art’ project last September, an initiative under which the brand positioned itself as a platform for artistic dissemination, the chain revamped its brand identity and logo in April on a 1,940-square-meter flagship store in Madrid's Plaza de España, where it presented its new store concept. The emblematic location also hosted the concurrent opening of the world's largest Zara, an innovative 7,700-square-meter space (with 3,800 square meters of floor space) in the iconic Edificio España in Gran Vía.

Founded in 1994, Stradivarius is currently present in 64 countries with more than 900 stores. In the last fiscal year, the chain was the fastest growing in the group, increasing its turnover by 42.2% to €1.824 billion. The brand also surpassed, together with Zara, pre-pandemic turnover levels, with sales growth of 4.2% compared to 2019. Meanwhile, the Inditex group closed 2021 with a turnover of €27,716 million, a figure 36% higher than that recorder a year earlier, but which was 2% below 2019 revenues.

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