Cult&Rain launches metaverse event in Outernet link-up

By Sandra Halliday - 21 July 2022

Luxe digital fashion brand Cult&Rain is launching metaverse shopping in London as of 27 July via the opening of Cultr World, described as an interactive shopping experience.

Cult&Rain calls itself the “first luxury fashion brand born from Web3” and its aim is to bridge the gap between physical and digital with Cultr World launching in a deal with London’s The Outernet. That's the 250,000 sq ft entertainment complex at the intersection of Tottenham Court Road and Charing Cross Road.

So what does the experience include? New York-based Cult& Rain has created four avatars, and visitors will use them to enter through the Cultr Lounge, which is a space for socialising and attending events and parties.

And of course, digital shopping is key with the label having created a digital collection of trainers and varsity jackets. Attendees will be able to explore Cultr World and shop while they socialise.

There will be NFTs and physical redeemables, plus a whole new world with features such as virtual waterfalls, graffiti walls and more.

The launch event happens, as mentioned, on 27 July and will include a Web3 DJ, streaming live from New York so that those not there in person will be able to join in.

Cult&Rain founder George Yang said he wants the physical guests “to be blown away by the beauty and creativity of this metaverse. Cultr World will revolutionise what an immersive phygital luxury experience looks like, with the innovation of Outernet London showcasing to the world what we already know: phygital is the future.”

Earlier this year, Cult&Rain launched its first NFT trainer collection, calling it the Genesis Drop.

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