Inditex continues to pursue its digital innovation strategy. The Galician textile giant’s latest initiative saw the group team up with Facebook and Instagram to develop the ‘Pacific Game’ videogame for its Pull&Bear label – aimed at the younger generation - with the goal of catching the eye of Gen Z consumers.

‘Pacific Game’ was launched on Wednesday April 28, and shares “a colourful aesthetic and a fun attitude” with Pull&Bear’s Pacific collection, “targeted to the label’s young female audience.” According to Pull&Bear, the videogame involves a “virtual trip from California to Tokyo” inspired by classic arcade games, in which players aim to avoid obstacles, score points and test their ability to react quickly.
The game was developed in collaboration with the creative team at Facebook Creative Shop, within the AR gaming format on Instagram. Pull&Bear said that the game features a “new environment” that allows users “to interact with the filter instantly, without downloading it, and enables them to share it with friends too.”

The game is easy to navigate and is already available on the Pull&Bear website and on its Facebook and Instagram channels. It allows players to control their virtual character by simply moving their head. Facebook has developed ‘Pacific Game’ in collaboration with Frontera VR, a gaming studio that specialises in immersive content.

Pull&Bear was founded in 1991 and it targets consumers from the younger generations. It currently operates a commercial network of more than 940 stores, and its e-shop is active in over 140 markets. In the last financial year, Pull&Bear recorded sales worth €1.42 billion, while sales for its parent company Inditex fell by 28%, down to €20.4 billion.

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