Tommy Hilfiger expands Roblox presence

By Benjamin Fitzgerald - 10 June 2022

Tommy Hilfiger has announced it has expanded its presence on virtual gaming universe Roblox, with the launch of 'Tommy Play', a space for community members to play, share, imagine and socialise.

As part of the Tommy Play launch, Tommy Hilfiger and Roblox will each month over the summer feature content updates, map expansions on the platform, and product launches created in collaboration with Roblox community creators and thought-leaders.

Inspired by New York's Brooklyn, Tommy Play allows users to partake in activities like jumping on a BMX bike to explore a vertical map of the area. Throughout the borough, walls are covered with graffiti that are custom-created by real-world, Brooklyn-based artists Rebel, Kel, Zero, SS, AO, Zam, Mega, Neek, Viloe and ZE. The space features mini games and Tommy Coins to collect, upgrade or trade for items like bikes, helmets with superpowers, headphones and Tommy Jeans garments and accessories.

The virtual BMX park lets users explore the area, learn tricks, and engage in friendly bike competitions that are
The virtual BMX park lets users explore the area, learn tricks, and engage in friendly bike competitions that are tracked on a daily leader board. They can also unlock hidden experiences and join scavenger hunts to discover unique items for their avatar.

"Roblox shares many of our brand values: inclusivity, diversity, creativity and — above all — a focus on community," said Tommy Hilfiger.

“We’re excited to meet Roblox users on their own terms and enrich their experiences within the platform, in engaging ways that we can’t do with traditional social platforms. Together with Roblox we’re continuing to build this world as we live in it, watching it come to life, and co-creating for the next iteration to come.”

The partnership comes on the back of Tommy Hilfiger's first partnership with Roblox in December. The U.S. fashion brand partnered with eight digital fashion designers from the Roblox community to create and promote a Tommy X Roblox Creators collection of 30 items that people could use to dress their avatars within Roblox.

This fashion design element continues with the duo's latest Tommy Play partnership, which sees digital product launches co-created with several newcomer Roblox creators.

The venture reimagines physical Tommy Hilfiger designs for the Roblox platform, utilizing the brand's Layered Clothing technology for hyper-realistic 3D clothing that fits any avatar body type.

The immersive experience was developed in collaboration with community developer, Sawhorse.

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