Burberry launches new partnership with Mythical Games

By Jennifer Braun - 14 June 2022

Burberry is once again partnering with LA-based Mythical Games to launch a unique branded gaming experience to players of its flagship title, Blankos Block Party.

Mythical is a games technology company creating a universal gaming ecosystem by leveraging blockchain technology and NFTs for tools that enable players, creators, artists, brands and game developers to become stakeholders and owners in new game economies.

Blankos Block Party is Mythical’s first flagship title and offers a vibrant, inclusive world styled like a giant block party. Players can compete in a variety of minigames, collect and blend digital vinyl toys called Blankos and earn fully ownable digital items through gameplay in the form of NFTs.

The announcement follows Burberry’s partnership with Mythical Games in 2021, which included the launch of a non-fungible token (NFT) collection within Blankos Block Party.

At that time, Burberry chief marketing officer, Rod Manley, described gaming as a “unique space” for the brand, in particular “to test and learn and trial digital innovations that embody our values and celebrate creativity amongst our communities.”

Indeed, gaming has been a major priority for Burberry over the years. Burberry launched its first game, B Bounce, in October 2019 and its extension Ratberry, in celebration of Chinese New Year, in January 2020.

Next, the luxury house’s first multi-player game, B Surf, was launched in July 2020 in support of the TB Summer Monogram campaign. All games have been developed in-house by Burberry’s digital teams.

Burberry was the first luxury brand to be featured in Blankos Block Party. Regarding the latest partnership, the brand said that “further information will be shared in due course”. 

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