



EXCLUSIBLE  
GUCCI-  
ROBLOX CASE STUDY







# INTRODUCTION

This case study provides a comprehensive look into GUCCI's multi-year strategy to conquer ROBLOX. The journey started in May 2021, with the release of GUCCI Garden World, and carries on until today with the release of GUCCI Ancora fashion show, and consistent game updates.

By combining technology, gaming, and fashion, GUCCI has established itself as a pioneer within the fashion industry, through a constant exploration of new channels and technologies at the intersection of gaming, web3, art and digital fashion.

In addition to learning about how GUCCI became one of the leading brands on Roblox, you can discover more data on [Bloxmetrics](#), and also play [GUCCI Ancora](#) directly in Roblox.





# GOOD GAME OR “GG” AS A MANTRA

GUCCI has decided to go far and wide for its Gaming section:

- Browser mini-games launch: [GUCCI Labyrinth](#); [GUCCI pineapple](#); [GUCCI Gravity](#) and [GUCCI Workout](#) in collaboration with Adidas.
- A GUCCI gaming academy in partnership with [FACEIT](#)
- GG Legends: E-sport Docuseries with [ZywOo](#), [Sheever](#) or [Aerial Powers](#)
- The Sandbox GUCCI Vault experience
- Roblox involvement in 4 distinct instances covered in this case study!

To connect all those initiatives, GUCCI worked on a Mantra which is “GG” the two letters encoded with the House’s century-old DNA. It coincides perfectly with the acronym standing for “Good Game” used by gamers at the end of their games.

Two letters encoded with the House’s century-old DNA (initials of Guccio Guccil) take on new meaning in the gaming arena. The parting salutation of sportsmanship, “GG” or “Good Game” becomes the name and motto for GUCCI’s ventures into virtual worlds as it creates hubs for play, self-expression, talent, freedom, and individuality.

And of course, GUCCI is a fashion brand. Therefore, they released “The GUCCI GOOD GAME COLLECTION CAPSULE” to celebrate the world of gaming.





# GUCCI ROBLOX

## TIMELINE

MAY 2021

### GUCCI GARDEN - POP WORLD

GUCCI unveiled an imaginative installation in the Florence Palazzo, to celebrate its 100th anniversary, called with the kaleidoscopic GUCCI Garden Archetypes. In addition to this temporary real-world activation, GUCCI launched its first game in Roblox. The experience features various virtual worlds that reflect the real-world counterpart, and was opened to Roblox users for a limited time.

FEBRUARY 2022

### GUCCI - ACHILLE LAURO CONCERT

Alessandro Michele, GUCCI's creative director, teamed up with Achille Lauro to release his latest album, which uniquely blends music and artistic evolution.

The virtual exhibition was ran for 8 days in February 2022, showcasing the best of music and art in a virtual environment.

MAY 2022

### GUCCI TOWN

GUCCI Town is the ultimate GUCCI digital hub on Roblox for those who seek the unexpected.

This destination was designed to give users access to the House's rich heritage and to help individuals express their individuality while connecting with like-minded people from across the globe in a digital and immersive setting.

NOVEMBER 2023

### FROM TOWN TO GUCCI ANCORA

From GUCCI Town to GUCCI Ancora.

GUCCI injected new life into their existing game on Roblox with a refreshed look inspired by GUCCI Ancora and the historic streets of Brera, Milano.

Now, players can enjoy three mini-games within the creative neighborhood, where art and fashion seamlessly blend with the opportunity to unlock limited-edition rewards.







# GUCCI GARDEN



Morgan Tucker, Roblox Senior Director of Product, on the GUCCI Garden Experience:

**“PART OF THE SUCCESS OF THAT EXPERIENCE [...] WAS ITS ABILITY TO BUILD A SENSE OF COMMUNITY AROUND THE BRAND ON ROBLOX, THANKS TO OUR PARTNERSHIP WITH UP-AND-COMING CONTENT CREATORS AND GUCCI’S VIRTUAL GOODS”**





PHYSICAL EVENT  
VS  
ROBLOX



# GUCCI GARDEN WORLD

# 20M

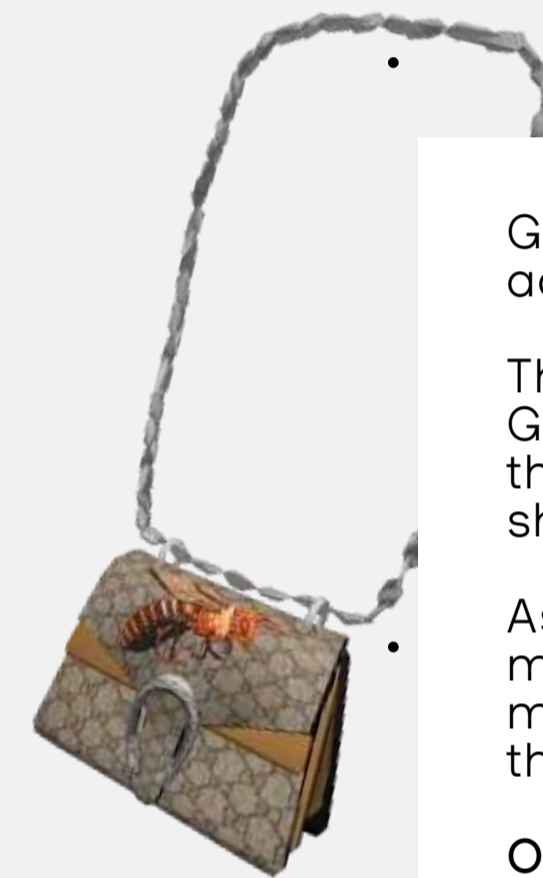
TOTAL VISITS

# 9

AVERAGE SESSION TIME  
(IN MIN)

# 3M

HOURS OF USERS  
ENGAGEMENT



GUCCI made a bold move in the fashion/gaming industry in 2021 by launching a digital activation linked to its physical GUCCI Garden archetypes.

The activation was open for two weeks on Roblox. Similar to the physical space, the GUCCI Garden experience on Roblox was divided into themed rooms, where visitors can immerse themselves into Alessandro Michele's creative vision, and his multifarious inspirations, and share the captivating experience of the exhibition with their friends.

As they enter the GUCCI Garden experience, visitors shed their avatars, becoming neutral mannequins, without gender or age; wandering through the different rooms, visitors' mannequins absorb elements of the exhibition as well as collect exclusive UGC items from the physical collection.

One of which was the Dyonisus with Bee Bag, only available in-game for a single hour; resellers of the coveted UGC item resold the digital bag for a hefty margin over its physical counterpart's actual price (The in-game accessory sold for approximately \$4,115, while the real bag retails for \$3,400).

On that same note, the event received negative feedback from the community upon its release, with many users stating that it felt like a "giant billboard" that pushed products into visitors' faces. The like-to-dislike ratio dropped to 15% soon after launch, making it the then-worst-rated Roblox event experience. Users also commented on the lack of free items during the event's initial release and expressed dissatisfaction with the item prices, which were higher than other event items.

However, GUCCI Garden was, in our opinion, a perfect experience for GUCCI to learn the best practices on Roblox, and how to successfully engage with its community. GUCCI learned and adapted successfully, as they continued to build on Roblox and catered to the community's values, expectations and objectives.





# ACHILLE LAURO SUPERSTAR

FEATURING  
GUCCI

GUCCI x ACHILLE  
LAURO

ON  
ROBLOX



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STUDIO

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# GUCCI - ACHILLE LAURO CONCERT

# 3.5M

TOTAL VISITS

# 6.20

AVERAGE SESSION TIME  
(IN MIN)

# 362K

HOURS OF USERS  
ENGAGEMENT



Achille Lauro and GUCCI collaborated for a unique 10-day virtual concert on Roblox. It was an unforgettable experience, filled with fashion and music, to celebrate the release of his album "LAURO - Achille Idol Superstar."

With 362k hours of user engagement, fans from all over the world could experience the magic of the collaboration between Achille Lauro and GUCCI, resulting in a truly captivating experience. The ten-day virtual event showcased the power of technology in connecting individuals from all corners of the globe. The overall number of visits totaled 3.5 million players, and the average time a user spent inside the experience was 6.20 minutes.

The Achille Lauro and GUCCI collaboration was also accompanied by a UGC drop, with three categories of items: some available in the item shop, some exclusive to the event and obtained by completing quests, and lastly, some time-limited items only obtainable at a specific time and date prompting users to keep up with the event and be online to acquire these free yet very limited items.

The success of this collaboration inspired the next release of GUCCI in Roblox, which will certainly double down on community, entertainment, and providing a gamified experience.





GUCCI

GUCCITOWN



TECH & EXPERIENTIAL  
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GUCCI, on the GUCCI Town Experience:

**“GUCCI TOWN IS A PLACE TO DISCOVER MORE ABOUT THE HOUSE AND ITS HERITAGE ALONGSIDE THE CREATIVE VISION OF ALESSANDRO MICHELE, AS WELL AS TO EXPRESS ONE’S OWN INDIVIDUALITY AND CONNECT WITH LIKE-MINDED INDIVIDUALS FROM ALL OVER THE WORLD,”**





# 47M

TOTAL VISITS

# 7.56

AVERAGE SESSION TIME  
(IN MIN)

# 6M

HOURS OF USERS  
ENGAGEMENT

# 18K

AVG DAILY VISITS DURING LAST  
MONTH



## GUCCI TOWN

GUCCI Town on Roblox has been a massive hit with users, receiving 47 million visits. Users spend 7.56 minutes on the platform, engaging in various activities. The high level of engagement is evident from the 6 million hours users spend on the platform. To thank the players following the evolution of GUCCI's experiences in Roblox, the Maison put out a redeemable item via a code sent by email on their website, prompting users to register their email to get the UGC item.

GUCCI Town was a significant move for the brand as it was their first-ever permanent world on Roblox. The space features a central garden that connects different areas, such as a mini-game space, a cafe, and a virtual store where players can buy virtual GUCCI gear for their Roblox avatar.

Users can explore the virtual world at any time, as it is a permanent experience with no specific event or promotion required. The platform also offers various mini-games to enhance user engagement, allowing them to earn rewards and unlock new features.

In addition, GUCCI Town provides a range of items for purchase. Users can buy virtual GUCCI products, including shoes and handbags, and use them to personalize their avatars. The virtual world is regularly updated and expanded with new features and items and is now called GUCCI Ancora.

As part of the continuation of their mantra and capsule, "Good Game," GUCCI released a limited-time soccer-inspired mini-game in GUCCI Town with their Ambassador Jack Grealish's avatar decked-out in the "GG" Capsule collection led to the game where players take on a penalty shootout. The game finishes with "GG" as a direct nod to gamers and GUCCI's venture into the gaming space.





A modern museum gallery with red neon lighting and mannequins. The scene is a long, narrow hallway with dark walls and a polished floor. Two large mannequins in patterned suits stand on either side of a central opening. In the background, a stage area features a screen and three numbered pedestals. The lighting is dramatic, with red neon lines along the walls and ceiling, and spotlights on the mannequins and stage.

# FROM TOWN TO GUCCI ANCORA





# GUCCI ANCORA

# 1M

TOTAL VISITS SINCE LAUNCH

# 5.66

AVERAGE SESSION TIME  
(IN MIN)

From GUCCI Town to GUCCI Ancora, Roblox's destination was revamped to feature the charming streets of Milan. Players can now enjoy three mini-games within the creative space and redeem incredible limited-edition perks.

What makes GUCCI's strategy so efficient is the carefully executed limited-time UGC drops. Sequentially releasing limited edition items only obtainable at a specified time and date creates Fear of Missing Out (FOMO) and the need to come back to the experience for a chance to snatch the item before they're never to be sold again.

Since its launch, the luxury fashion brand has garnered a total of 1M visits and an average session time of 5.66 minutes, showcasing the brand's ability to break into the gaming industry.

## 30,000 ITEMS

GUCCI ANCORA ICE CREAM CONE SOLD OUT WITHIN EIGHT HOURS OF USERS SOLVING THE CHALLENGES.

## 20,000 ITEMS

GUCCI ANCORA HAT SOLD OUT WITHIN APPROXIMATELY FOUR HOURS.

## 10,000 ITEMS

GUCCI ANCORA HAIR SOLD OUT IN UNDER ONE HOUR.



GUCCI  
GARDEN

20M

GUCCI X ACHILLE  
LAURO CONCERT

3.5M

GUCCI  
TOWN

47M

GUCCI  
ANCORA

1M

TOTAL

GUCCI IN  
ROBLOX

71.5M

TOTAL VISITS



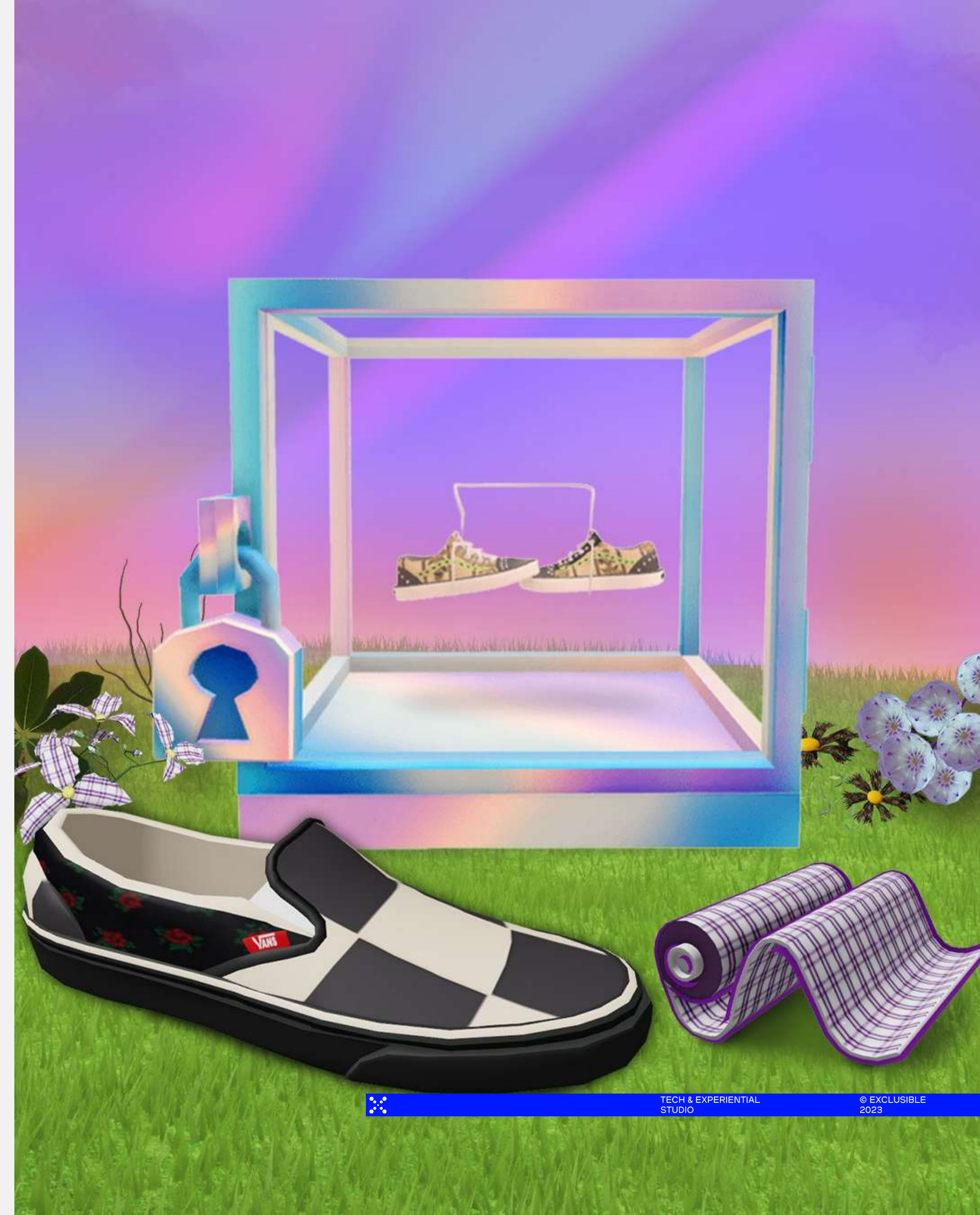


In conclusion, GUCCI has successfully engaged a broad audience through various games and campaigns in Roblox. Impressively, GUCCI's Roblox campaign garnered a total of 71.5 million visits (and counting). These staggering results demonstrate GUCCI's ability to connect with a younger audience through an array of games and challenges, as well as their understanding of the Roblox ecosystem.

Despite the success of GUCCI's Roblox campaign, the brand did face some negative feedback from a small section of the community who felt that the brand's presence on the platform was unwelcome. However, GUCCI took constructive criticism onboard and worked hard to ensure that their campaigns were inclusive and accessible to all users.

Overall, GUCCI's foray into the world of Roblox has been a resounding learning curve, demonstrating the brand's ability to adapt to changing trends and connect with new audiences. By addressing critical feedback and creating a more inclusive and gaming-focused campaign, GUCCI has shown that they are committed to engaging with their customers meaningfully, regardless of the platform.

This is a true omni-channel strategy, and GUCCI has fully integrated that Gaming was a new marketing channel, fueling customer acquisition, especially amongst a younger audience, brand awareness building, revenue generation and continuing to build a strong fan base!







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