

ARCHETYPES

GUCCI
Garden

Gucci Garden Archetypes: Bringing an Exclusive IRL Experience to Fans on Roblox

As part of their 100th anniversary celebration, luxury fashion house Gucci wanted to bring their Gucci Garden Archetypes exhibition in Florence, Italy, to a global audience. To accomplish this, they set out to create an immersive experience on Roblox that simulated aspects of the real-life installation while also enabling fans to purchase limited-edition virtual goods.

19.9 MILLION
VISITS*

* From May 17-31, 2021.

1.2 MILLION
ENGAGEMENT HOURS*

* From May 17-31, 2021.

1.2 MILLION
ITEMS ACQUIRED*

* From May 17-31, 2021.

Leveraging new platform tech to build an exceptional experience: The Gucci Garden experience on Roblox featured a visually spectacular series of themed rooms, all of which paid homage to the history of creative director Alessandro Michele's advertising campaigns. Upon entering the experience, each visitor's avatar took on the appearance of a blank, ageless, and genderless mannequin, which absorbed visual elements of the space as they wandered through the different rooms.

Partnering with platform creators: Gucci worked with Rook Vanguard, a creator from the Roblox community, to design a set of verch (virtual merchandise) consisting of clothes and accessories inspired by the exhibits showcased in Florence, creating an authentic connection to Gucci's archetypal campaign.

Creating limited-edition virtual goods:

Some of the Gucci Garden virtual items were strategically released for limited periods each day to increase traffic to—and engagement with—the experience, creating buzz within the broader community.



Building a brand-led 360-marketing campaign:

Leveraging paid, earned, and owned marketing channels, Gucci engaged their passionate and vibrant community of fans and secured stories in the Associated Press, Vogue Business, TechCrunch, The Verge, and more, generating over 50 articles at launch.



Gucci Garden on Roblox was a huge success, garnering over 19 million visits and 1.2 million hours of engagement in under 14 days. The experience also resonated with new and existing fans alike, demonstrating how brands can use limited-time pop-up experiences and limited-edition virtual goods to drive sustainable traffic, engagement, and press-worthy buzz.