

Metaverse and Brand Experience in Fashion Digital Marketing

Dr. Mona M. Nasr

Assistant Professor, Department of Apparel Technology & Fashion, Faculty of Applied Arts, Benha University, Cairo, Egypt, mona.nasr@fapa.bu.edu.eg

Dr. Nancy Abdalla Fakhry

Lecturer, Advertising, Printing, and Publishing Department, Faculty of Applied Arts, Benha University, Cairo, Egypt, nancy.fakhry@fapa.bu.edu.eg

Abstract:

Metaverse is the virtual world loaded with 3D symbolic images; it utilizes enhanced virtual reality technologies to provide its users with an unforgettable interactive experience; which encouraged fashion brands to engage in the Metaverse world. This research identifies the Metaverse technology as an interactive digital advertising tool; it discusses its efficiency in digital marketing in general; and in digital marketing for fashion in specific. The research also discusses the different forms of this digital marketing tool, its applicability, and the extent of the audience's interaction with it. Furthermore, the research studies the strategies used in the integration between fashion brands in the Metaverse world and its impact on the image of these brands and their performance in regard to developing a unique shopping experience which can increase the loyalty of their customers.

Through the theoretical and practical study; the research has concluded that the Metaverse endows the fashion brand with a sense of enjoyment, participation and modernity through this virtual shopping experience. It was found that this experience links shopping for a fashion brand with playing games, making most of its audience from the millennial generation; it also provides them with the opportunity to increase their creativity, thus; enhancing their shopping experience. On the other hand, utilizing this technology in virtual window displays and stores is an innovative milestone in both marketing and fashion fields.

Keywords:

Metaverse, Fashion, Brand experience, digital advertising, digital marketing

References:

- 1- Brandon Leahy and Chloe Delahanty :Brands In the Metaverse: Opportunities, Risks and Strategies, Intellectual Property Strategist, Volume 28, Number 6 • March 2022
- 2- C. Bushell: The Impact of Metaverse on Branding and Marketing - A Study of How Individuals and Celebrities Use Metaverse as a Brand Extension, and the Implications for Marketing, 5/22
- 3- Cam Thompson :Who What Wearables: A Guide to Digital Fashion and the Metaverse, 2022
- 4- Abu Sadat Muhammad Sayem : Digital fashion innovations for the real world and metaverse, International Journal of Fashion Design, Technology and Education ,Pages 139-141 | Published online: 02 Jun 2022
- 5- Zi Qin Liew; Hongyang Du; Wei Yang Bryan Lim; Zehui Xiong; Dusit Niyato; Han Yu: Economics of Semantic Communication in Metaverse: An Auction Approach, 2023 IEEE 20th Consumer Communications & Networking Conference (CCNC) DOI: 10.1109/CCNC51644.20238-11 Jan. 2023
- 6- U.V.Ramesh, A.Harini, Ch.Sri Divya Gowri, K.Vyshnavi Durga, P.Druvitha, K.Siva Kumar, Metaverse: Future of the Internet, International Journal of Research Publication and Reviews, Vol 3, no 2, pp 93-97, February 2022
- 7- Natalia Särmäkari 2021: "Digital Fashion" on Its Way from Niche to the New Norm", The New Literary Observer, Fashion Theory Russia . (PDF) "Digital Fashion" on Its Way from Niche to the New Norm (researchgate.net)
- 8- Leahy, Brandon, and Chloe Delehanty. "Brands In the Metaverse: Opportunities, Risks and Strategies." The Intellectual Strategist Journal Vol. 28 No 6 (2022).
- 9- <https://www.voguebusiness.com/technology/louis-vuitton-to-release-new-nft><https://block.cc/news/610b7c3297483911c46bd46b>
- 10- <https://nftnewspro.com/this-is-how-gucci-opened-a-store-in-the-metaverse-through-a-sandbox/>
- 11- <https://medium.com/the-research-nest/fashion-in-the-metaverse-50f90b3e62cb>
- 12- <https://itp.live/news/how-marketing-is-forming-the-metaverse-nike>
- 13- <https://tawasulforum.org/article/digital-marketing>
- 14- VS-LB - 2023 Trends in the Metaverse: What it means for Brands
- 15- <https://www.glamourmagazine.co.uk/article/metaverse-at-fashion-week/> 22 Nov. 2023
- 16- <https://www.gucci.com/us/en/stories/inspirations-and-codes/article/gucci-garden-archetypes> (5 Jan 2023)
- 17- <https://metaverse.digital/nikes-metaverse-strategy/> (5 Jan 2023)
- 18- <https://www.zara.com/sa/en/woman-metaverse-15716.html> 14 Feb, 2023
- 19- <https://blog.cryptoflies.com/lacoste-opens-a-branded-virtual-store-in-the-metaverse> (5 Jan 2023)
- 20- <https://linktr.ee/nit.eg?fbclid=IwAR07yR3X0xUNaLBnBpaqIuAX1cIpUIBSbxDzgm2uCXOLtMngwg5Xs8WnNY>

Paper History:

Paper received 8th January 2023, Accepted 30th March 2023, Published 1st of May 2023