[**https://www.ea.com/games/covet-fashion**](https://www.ea.com/games/covet-fashion)

**: Players create outfits using real-world branded clothing to compete in daily challenges. The ability to “shop” these outfits in real life creates a blend of virtual and real-world experiences**

**Target Audience: Designed for non-gamers, particularly fashion enthusiasts, Covet Fashion attracts users who enjoy casual gameplay with a focus on creativity and personal expression**

**Social Engagement: Features like voting on other players’ outfits and “closet raiding” with friends cater to both competitive and cooperative dynamics**

**The game leverages partnerships with over 150 brands, making virtual items purchasable in real life, thus aligning e-commerce with gaming**

**Seasonal updates and exclusive content themed challenges, fashion packs) incentivize in-app purchases**

**Covet Fashion continues to perform strongly in the mobile game market, appealing to a niche of players interested in aspirational, fashion-forward content**

**Its focus on real-world relevance through brand collaborations sets it apart from other fashion games.**

[**Dress-to-impress-roblox.html**](https://www.nytimes.com/2024/09/15/style/dress-to-impress-roblox.html#:~:text=The%20game's%20success%20can%20be,big%20names%20have%20gotten%20involved.)

**. The game’s success can be credited in part to its accessibility: Dress to Impress doesn’t require special equipment or consoles, is free to play and can be loaded on almost any computer or phone.**