



Decentraland

The Ultimate Guide Into The Metaverse

An easy way to build a marketing strategy for your brand



CALLING ALL explorers, world builders, party throwers, virtual world architects, streamers, blockchain developers, independent thinkers, tinkerers, fashion designers, creatives, country leaders, dancers, gamers, teleporters & change makers. Decentraland is calling for its citizens. **THIS IS YOUR WORLD.**

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Chapter 01

Introduction



Welcome to The Ultimate Guide Into The Metaverse



If you're a science fiction fan, you might have first come across the term "the Metaverse" from books like Snow Crash and Ready Player One. However, lately, tech companies have begun using the "metaverse" as an exciting buzzword, and the concept has taken the internet by storm.

Before we get too deep, it's important to note that there are many different definitions of the metaverse. The concept is constantly evolving and as such, it is not always well-defined. Just like the internet in the 1990s, different interpretations and implementations of the metaverse are constantly emerging. The founders of these metaverse projects will be the first to admit that they are far from complete and are a constant work in progress.

So, let's stick to the key principles of what most people envision the metaverse is and

can be, and distill this concept down into more straightforward, digestible terms. **The metaverse is a shared virtual space**, created by the convergence of virtual and physical realities. This includes the sum of all virtual worlds, augmented reality, and the internet. **It has the potential to revolutionize how we interact with each other and with brands**, offering new opportunities for engagement and experiences.

In this guidebook, we will delve into the concept of the metaverse, its various forms, and how brands can navigate it. We will also provide success stories of brands that have successfully built a presence in this exciting new space, as well as additional resources for those looking to learn more about the metaverse and its potential for branding. So, if you're a brand owner or marketer looking to understand the metaverse and how to leverage it for your brand, this guidebook is for you. Let's dive in!

Why is the Metaverse Important for Brands?

As a brand owner or marketer, you may wonder why the metaverse is important and how it can benefit your brand. Here are a few reasons why the metaverse is worth paying attention to:

1 — New opportunities for engagement:

The metaverse offers a new and immersive platform for brands to connect with their audience. Brands can create virtual experiences and events that allow users to interact with their products and services in a more meaningful way. For example, a fashion brand could create a virtual fashion show that allows users to try on and purchase the latest collection in a virtual dressing room.

2 — Increased reach and accessibility:

The metaverse allows brands to reach a global audience in a way that is impossible in the physical world. Users can access virtual experiences from anywhere, anytime, making it easier for brands to engage with their audience.

3 — The ability to gather data and insights:

The metaverse provides a unique opportunity for brands to gather data and insights on their audience. Brands can track user behavior and preferences in the virtual world, which can help inform marketing and product development decisions.

4 — The potential for new revenue streams:

The metaverse has the potential to create new revenue streams for brands. For example, brands can charge for virtual experiences or events, or sell virtual goods and products.

5 — The ability to create a lasting impression:

The immersive nature of the metaverse allows brands to create a lasting impression on their audience. By creating memorable and engaging virtual experiences, brands can differentiate themselves from their competitors and build a strong brand identity in the virtual world.

Overall, the metaverse presents a unique and exciting opportunity for brands to connect with their audience in new and meaningful ways. As the metaverse continues to evolve, it will be important for brands to stay up-to-date on the latest developments and explore how they can leverage this new platform to engage with their audience and drive business growth.

“The immersive nature of the metaverse allows brands to create a lasting impression on their audience.”



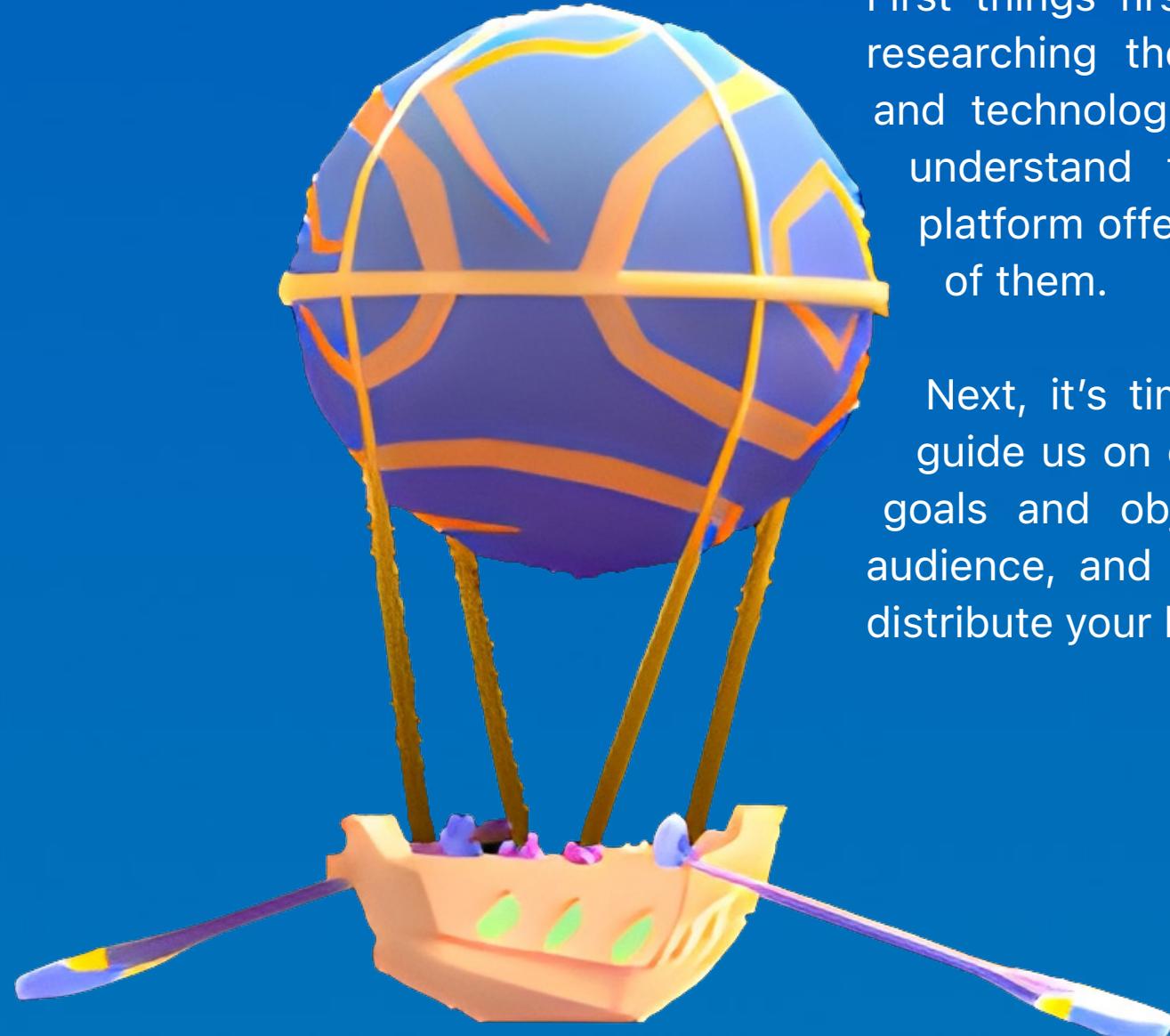
The Brand Journey into the Metaverse

Are you ready to embark on an adventure in the exciting world of the metaverse? Great! Building a presence in the metaverse is a journey filled with endless possibilities for your brand to connect with your audience in new and unique ways.

“the metaverse is ever-evolving, so be open to adapting and evolving with it.”

First things first, let's map out our journey by researching the different metaverse platforms and technologies available. This will help you understand the different experiences each platform offers and how to make the most out of them.

Next, it's time to create a strategy that will guide us on our journey. This includes setting goals and objectives, identifying your target audience, and planning out how to create and distribute your brand's content.



Now, it's time to start building your brand's presence in the metaverse. This could mean securing virtual land or a dedicated space, creating a virtual host or avatar to represent your brand, and filling your virtual world with engaging and relevant content.

But, building a presence in the metaverse is not just about creating content, it's also about engaging with your audience and fostering a sense of community. This can be achieved through interactive events, games, gifts, and other experiences that encourage participation and build brand loyalty.

Remember, the metaverse is ever-evolving, so be open to adapting and evolving with it. By following these steps, you will be able to build a successful presence in the virtual world and create new ways to engage with your audience. Let's get started and make this journey one to remember!

The Landscape of Metaverses

The metaverse is a rapidly evolving space, and it can be challenging to keep track of all the various platforms and technologies that are being developed. Here are a few ways to classify and understand the landscape of metaverses:



Centralized vs Decentralized

A centralized metaverse is controlled by a single entity, like a company or organization, while a decentralized metaverse is distributed and controlled by multiple parties. Decentralization is a key value of the internet, and it is important to consider the level of centralization when choosing a metaverse platform.



Aesthetics and level of detail

Some metaverses are highly detailed and realistic, while others are more stylized and abstract. The level of detail of a Metaverse environment can impact the performance and accessibility, as well as the types of experiences it can support.



User-Generated Content:

Some metaverses allow users to create and monetize their own content, while others restrict user-generated content. The ability to monetize content is a key feature that allows users to be active participants in the metaverse, rather than observers. This feature can be a significant differentiator between platforms.



Platform or medium:

Metaverses can also be classified by the platform or medium through which they are accessed. Some examples include virtual reality (VR), mobile, desktop, and web. Each platform has its strengths and limitations, and it is important to consider the platform when developing a metaverse strategy.

The landscape of metaverses is diverse and rapidly evolving. It is critical for brands to keep track of the latest developments and to choose a metaverse platform that aligns with their goals. As

the metaverse grows, it will be essential to uphold the values of decentralization, open standards, and the free flow of information. These values have been central to the evolution of the internet.

	Decentralized	Level of Detail (Polys)	User Content (UGC)	Web	Desktop	Mobile	VR
Decentraland	High	Medium	High	Yes	Yes	No	Yes
VRChat	Low	High	High	No	Yes	No	Yes
Voxels	High	Low	High	Yes	No	No	No
Roblox	Low	Low	High	No	Yes	Yes	Yes
Grand Theft Auto	Low	High	Medium	No	Yes	No	Yes
SecondLife	Low	Medium	High	No	Yes	No	No
Minecraft	Low	Low	Medium	No	Yes	Yes	Yes
Fortnite	Low	High	Medium	No	Yes	No	No
Meta	Low	High	Low	No	No	No	Yes
The Sandbox	Medium	Low	Medium	No	Yes	No	No



The Decentraland Way

Ladies and gentlemen, today we embark on a journey to build an open and decentralized metaverse, one that upholds the fundamental values that the Internet was built on. A metaverse where decentralization, open standards, and the free flow of information are the guiding principles.

Decentralization is crucial in creating a metaverse that is not controlled by any single entity and where users have the freedom to interact and create without interference or censorship. This ensures that the platform is fair, open, and inclusive for all.

Open standards play a vital role in the metaverse, as they allow different virtual reality platforms and devices to interoperate with one another. This enables users to move seamlessly between different parts of the metaverse, expanding the possibilities of the virtual world.

"We choose to build a metaverse that is true to the values that the Internet was built on."

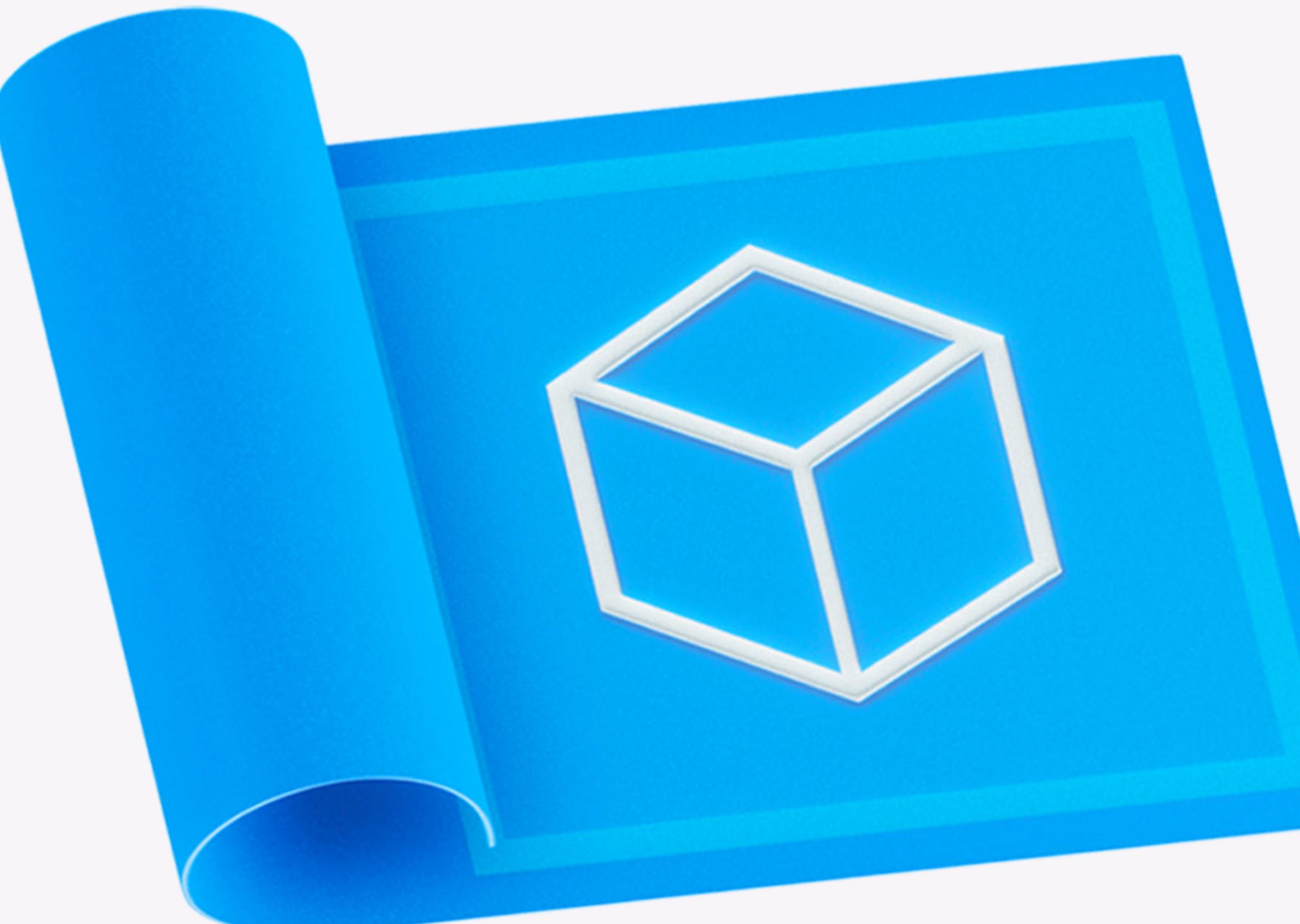
And the free flow of information is essential in fostering a sense of community and collaboration within the metaverse. It allows users to access and share information and ideas freely, promoting innovation and creativity.

We choose to build a metaverse that is true to the values that the Internet was built on. We choose to build a metaverse that is fair, open, and inclusive for all. We choose to build a metaverse that promotes innovation, creativity, and the exchange of ideas.

We choose to build the Decentraland way. Join us on this journey, as we work towards creating a metaverse that is truly decentralized, open, and free.

Chapter 02

Developing a Metaverse Strategy



Visualizing a strategy

Visualizing a strategy is an essential step in building a presence in the virtual world. A strong strategy will help you identify your goals and objectives, target audience, and plan for creating and distributing content. Here are a few key steps when developing a metaverse strategy:

01

Define your goals and objectives:

Before you start building a presence in the metaverse, it's critical to define your goals and objectives. Do you want to drive sales, increase brand awareness, or engage with your audience in a new way? Your goals will help guide your strategy and inform the experiences you create.

02

Identify your target audience:

Who are you trying to reach in the metaverse? Understanding your target audience will help you create relevant and engaging content that resonates with your audience.

03

Define your goals and objectives:

Once you have defined your goals and your target audience, it's time to start planning for content creation. This may include developing a content calendar, identifying resources and budgets, and finding a studio to help you execute your vision.

04

Monitor and adapt:

The metaverse is a rapidly evolving space, and it's critical to stay up-to-date on the latest trends and developments. Make sure to regularly monitor your performance and gather feedback from your audience, and be prepared to adapt and evolve your strategy as needed.

Brainstorming Activity

Here are some questions you can answer to help you define your strategy for the metaverse.

Step 1: Define your goals and objective

- What stories or narratives do you want to tell through your virtual presence?
- How can you use your 3D presence in the metaverse as a way to enhance your branding?
- Which business metric would you like to improve by having a presence in the metaverse?

Step 2: Identify your target audience

- What part of your audience is already interacting in the metaverse?
- How can you leverage the social aspect of the metaverse to build community and encourage user-generated content?
- How can you create a memorable and unique experience for your visitors that will differentiate your brand from others?

Step 3: Plan for content creation and distribution

- What type of space would best represent your brand in the metaverse?
- How can you incorporate your brand's logo and visual identity into the virtual space?
- What types of activities or experiences would you like to offer visitors to your virtual space?
- How can you use mini-games or interactive elements to engage visitors and build brand loyalty?
- How can you make use of the 3D environment to showcase your products or services innovatively?

Step 4: Monitor and adapt

- Which user interactions with our presence do we want to measure?
- How can you use data and analytics to track the performance of your 3D presence and make adjustments as needed?

Chapter 03

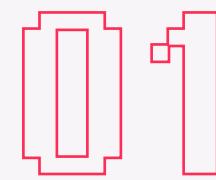
Building a Presence in the Metaverse

Mountain Dew building on Decentraland



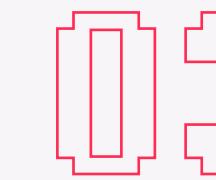
It's time to start building

Once you have developed a metaverse strategy, it's time to start building your brand's presence in the virtual world. Here are a few steps to consider when building a presence in the metaverse:



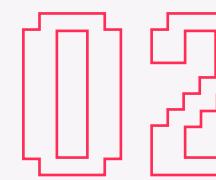
Identify and secure a virtual presence:

This can be a piece of virtual land or a dedicated space. This will be the foundation of your brand's presence in the metaverse, and it's important to choose a location that aligns with your goals and target audience



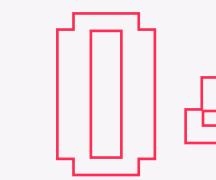
Populate your space with content:

Once you have secured a virtual presence and created a virtual host, it's time to populate your space with engaging and relevant content. This may include product demonstrations, virtual events, interactive experiences, and more.



Create a virtual host or avatar:

A virtual host or avatar is a digital representation of your brand that will welcome visitors to your virtual space. It's important to put thought into the design and personality of your virtual host, as it will be the face of your brand in the metaverse.



Engage with the metaverse community:

A presence in the metaverse is not just about creating content, it's also about engaging with your audience and fostering a sense of community. This can be achieved through events, games, gifts, and other experiences that encourage user participation

Securing a Virtual Presence

One of the first steps in building a presence in the metaverse is identifying and securing a virtual presence. This may involve buying or renting virtual land, or creating a World in the metaverse. Here are a few options to consider:

01 — Register a World NAME:

In Decentraland, it is possible to create a private World by [buying a name](#). A World is like a private piece of virtual land that can be accessed using the name you have chosen. The price of a World can vary depending on the availability of the name, but it is typically around \$30 USD or more if the name is already taken and for sale in the market.

02 — Renting virtual land in a genesis city:

A genesis city is an interconnected world that is designed to receive a lot of traffic from users

passing by. In Decentraland, it is possible to rent virtual land in a genesis city. The rent price can vary depending on the location of the land, but an estimate is \$150 USD per month. [Find a studio that rents land on Decentraland](#).

03 — Owning virtual land in a genesis city:

For brands looking to make a larger investment, owning virtual land in a genesis city can provide a permanent public spot in the virtual world. This can be a great way to establish a long-term presence in the metaverse and redirect traffic to your virtual space. From \$3,000 USD to 1M USD, depending on the size and positioning.

Overall, several options exist to consider when identifying and securing a virtual presence in the metaverse. It is essential to carefully consider your goals and budget when deciding which option is best for your brand.





Creating a Virtual Host

A virtual host or avatar is a digital representation of your brand that will welcome visitors to your virtual space. Here are a few steps to consider when creating a virtual host or avatar:

1 — Customize your avatar's physical features:

Most metaverse platforms will allow you to customize the physical features of your avatar, such as skin tone, hairstyle, and facial features. Be sure to take the time to create an avatar that accurately represents your brand.

2 — Choose a clothing and accessory style:

While some platforms may offer a limited selection of default clothing and accessories, you may also have the option to buy additional items from a

marketplace. Be sure to select items that align with your brand's aesthetic and style.

3 — Determine your avatar's personality and voice:

Your avatar should have a personality and voice that aligns with your brand's story and values. If you are using a virtual host in the form of an audio-only voice, be sure to carefully consider the tone and style of your avatar's voice.

4 — Create engaging content:

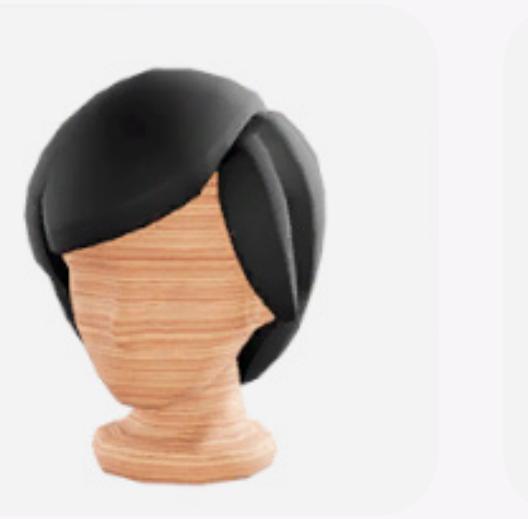
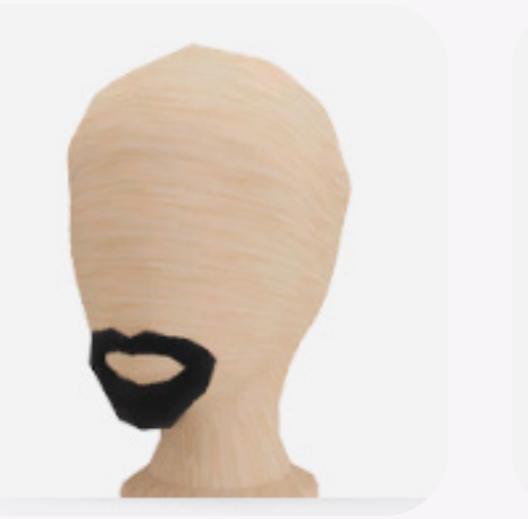
It's not enough for your avatar to appear in the metaverse – it should have something to say. Whether it's the story of your brand, clues about your plans or origins, or attractive content, you must ensure you're telling an enthralling story.

Avatars, Wearables & Emotes

Wearables are organized into different categories, depending on what part of an avatar they modify

Learn how to create wearables [↗](#)

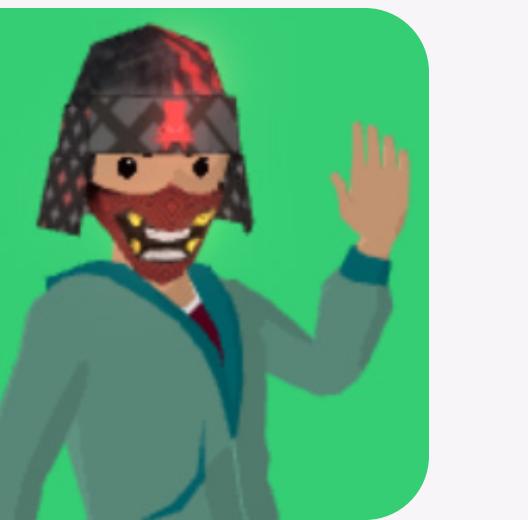
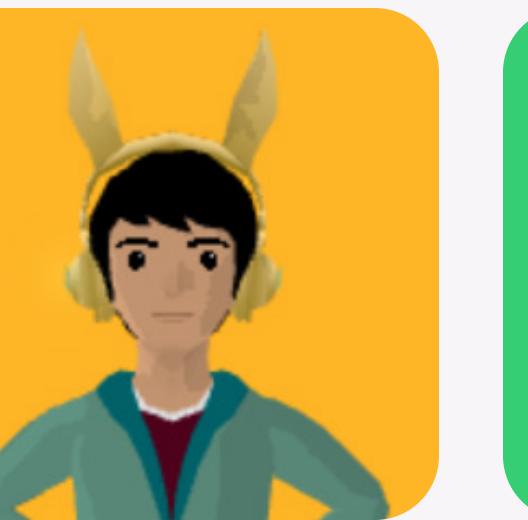
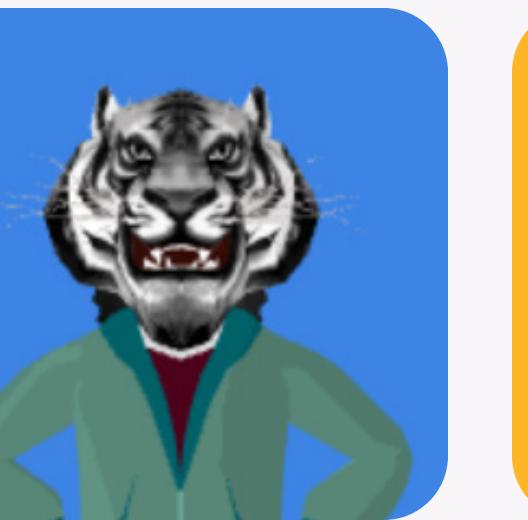
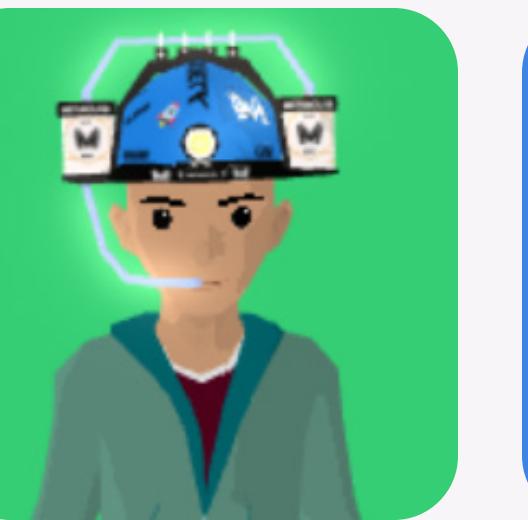
Avatar options
Hair color, facial hair,
hair style, body shape



Dressing
Upper body, lower
body, feet



Accessories
Earrings, Eyewear, Hat,
Helmet, Mask, Tiara



Emotes
Dance, poses
greetings, reactions



Finding a voice for your avatar

This is something super personal for each brand. And it depends on if the avatar is being controlled in real-time by a human or if it will be playing pre-recorded content to welcome visitors.

If your brand doesn't feel represented by a Decentraland Avatar, or it already has a distinctive image, you might consider using a different representation. You can translate it into a 3D model of it and animate it to bring your content online.

In any case, below's a list of tools that can help you to express a message virtually.

Live Show:

Voice Software can modify your voice in real-time and you can output that voice into any computer application such as Decentraland, Discord, and Zoom. Browse through this.

Video Content: You can create a VRM version of your avatar and utilize many "vtubing apps" to create videos using real-time motion capture.

Recorded Content:

Text: Define the message you want to convey to your audience. This message can later be translated into many mediums, such as text on a screen, audio on a speaker, video on a TV or an avatar speaking to you.

Audio: Many "Text to Speech" applications can help you to create a synthetic voice for your avatars, such as [play.ht](#) and [alternatives](#). Alternatively, you could [hire any vocal artist](#) to help you with this. Consider recording your content in different languages!

Video: If you want to generate a video of your avatar speaking, there is a great application that lets you create a video using a photo of your avatar and an audio clip. The application uses AI to generate the lip-sync and the movement of the head/eyes.

Start by writing about the different messages your space will have. This is the What, When and Who.

Chapter 04

Engaging with the Metaverse Community



Engage with a global community

One of the most powerful aspects of the metaverse is the ability to interact and engage with a global community of users. For brands, this presents an opportunity to build relationships and loyalty with their customers in a new and exciting way. Here are a few ideas for engaging with the metaverse community:

Digital wearables: Create digital wearables, such as clothing or accessories, that are associated with your brand. These can be sold or given away to users as a way of promoting your brand and building relationships.

Virtual events: Host virtual events in the metaverse, such as product launches, meet and greets, or concerts. These events can be a great way to build buzz and generate excitement around your brand.

Contests and giveaways: Host contests and giveaways in the metaverse to encourage engagement and reward your most loyal customers.

Virtual offices or stores: Create virtual offices or stores in the metaverse where users can learn more about your brand, purchase products, or get support.

Community building: Create a dedicated community in the metaverse for your brand, where users can connect with each other, share ideas, and engage with your brand.

Gamification: Incorporate gameplay elements, such as rewards and challenges, to encourage engagement and create a sense of fun and excitement around your brand.

“...be creative and authentic in your interactions with the community.”

By engaging with the metaverse community, brands can build relationships with their customers in the metaverse. It's important to remember that, while these ideas can be practical, the key to success is to tailor your approach to your brand and audience, and to be creative and authentic in your interactions with the community.

In this chapter, we have discussed some ideas for how brands can engage with the metaverse community and build relationships and loyalty. Remember that it's indispensable to tailor your approach to your brand and audience, and to be creative and authentic in your interactions with the community. In the next chapter, we'll explore how to monetize your presence in the metaverse.”

Publishing Wearables

You can also design and publish your own wearables and emotes collections associated with your brand. You will be able to sell them in the marketplace or give them away to your fans!

Wearables and Emotes are backed by blockchain technology, ensuring their scarcity, intellectual property, and traceability. There is a submission fee of \$150 per design to cover the costs of the verification process. The fee is paid by 3D model design, and it doesn't depend on whether you want to create 1 or 100,000 copies of it.

Metaverse Interoperability

This is an interesting concept of the metaverse, the capacity of one item to give you access to many platforms. This is one of the most attractive capabilities of blockchain-based platforms.

If you already created and distributed some creations utilizing blockchain technology (NFTs), there is a process that can let you create a representation of your creations as wearables in Decentraland. This is a great way to add more value to your creations and to continue engaging with that audience.



Dolce and Gabanna announcing their wearables on Decentraland

Chapter 05

Executing your vision in Decentraland



Metaverse Studios

Decentraland is a free and open-source platform that offers endless possibilities for creators, entrepreneurs, and users. However, as with any technology, it can be challenging to navigate and execute your vision without the right expertise. That's where hiring a metaverse studio comes in.

Many verified studios can help you execute your vision in Decentraland. **Find a list of talented individuals and companies on Metaverse Studios at <https://studios.decentraland.org>.** This website includes studios from all over the world, with a majority based in North America and Europe, followed by Asia and Latin America.

When looking for a studio to hire, it's essential to consider the specific areas of expertise that are required for your project. The registry is divided into different areas of expertise, such as:

- Creative directors and project managers
- Space rentals for events and advertisement
- 3D modeling and animation,
- Game development

By searching for a studio based on their areas of expertise, you'll be able to find the right provider for the job. You can also contact the studios directly using the site or utilize the helplines available on the site to guide you through the different providers.

Hiring a metaverse studio can be a great way to bring your vision to life in Decentraland. With the appropriate expertise, you'll be able to take your project to the next level and achieve your goals in the metaverse. So, take the time to research and find a studio that can help you execute your vision and bring your project to life in Decentraland.

Your brand belongs in the Metaverse. Let's get you a team to build with. Visit Metaverse Studios 

140+
VERIFIED STUDIOS 200+
PROJECTS COMPLETED

Studios Projects Resources

Your brand belongs in the Metaverse. Let's get you a team to build with.

150+
VERIFIED STUDIOS

200+
PROJECTS COMPLETED



SERVICES

Verified Studios 148 RESULTS

JOIN THIS REGISTRY



DAPP CRAFT

3D Modeling
 Advertising
 Creative Director
 Emote Design
 Land Rental

DAPP CRAFT is the agency for the Metaverses with a full-cycle production creating experience. The main idea of our team is to give the Metaverses deep and profound meanings. Our goal is to explore the boundaries of what is possible, shaping the future today. We've created many iconic projects for Show more

TerraZero Technologies Inc.

The home page displays a list of verified studios available and ready to help you take your first step into the metaverse. 

Studios Projects Resources

Browse free and open source ideas to inspire you.

Here you will find the building blocks to create engaging and interactive experiences in Decentraland. Any creator can customize these with complete creative freedom.



Rocket Board

A rocket board that you can stand on and pilot. The board uses the cannon.js physics engine so you experience the momentum and inertia effects.

The resources tab has plenty of examples you can easily customize and implement for your own brand. 

Projects created by Metaverse Studios

These are some projects built on Decentraland that we really like. These projects were created by different metaverse studios. Metaverse projects are categorised as one or more of the following:

Advertising

3D Modeling

Creative Direction

Emote Design

Land Rental

Wearable Design

Venue Rental

Programming

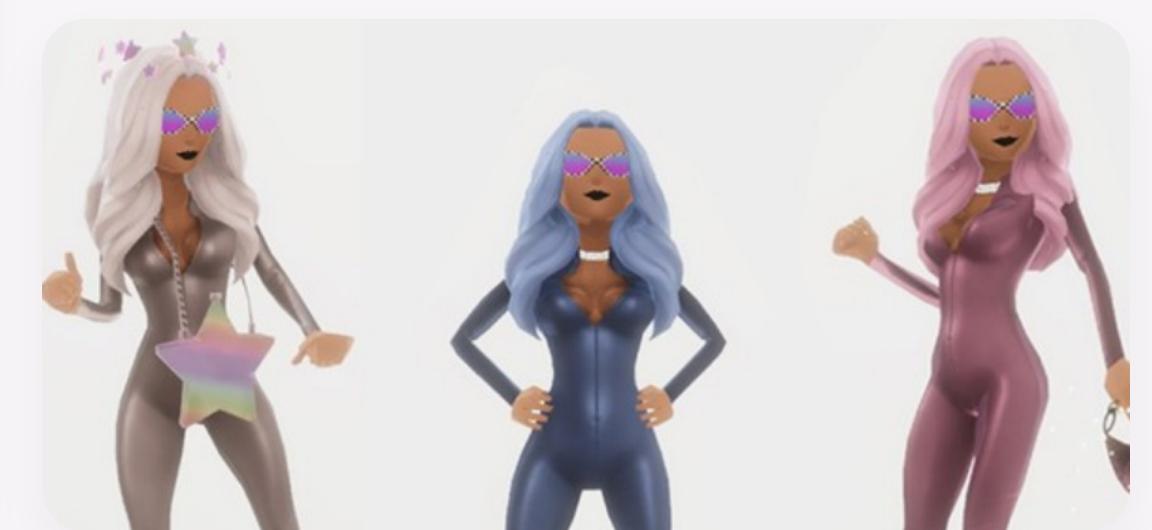
Linked Wearables



LaLigaLand by Vegas City



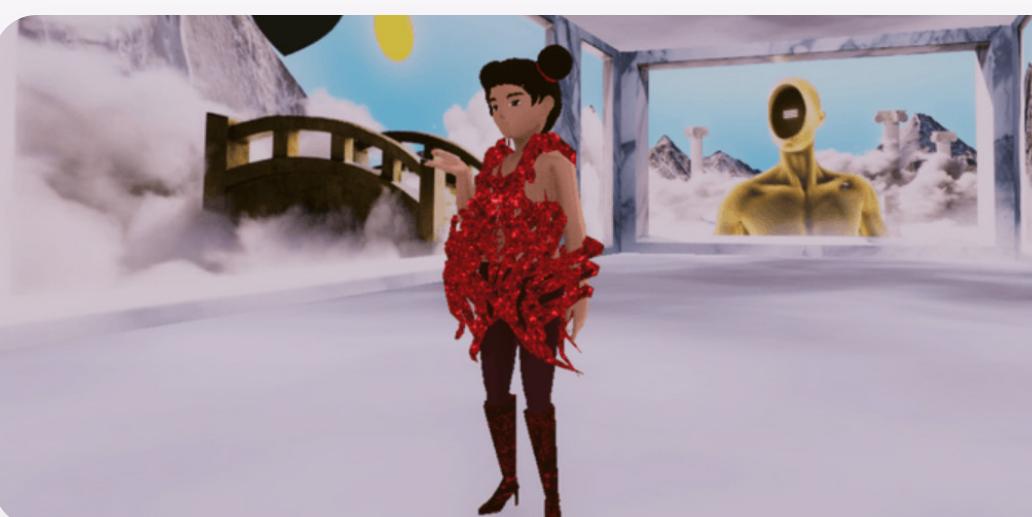
ConsenSys HQ by Voxel Architects



Latex Jumpsuit Wearable by Blacknode Studio



Amazon & OnePlus - Unboxing in the metaverse by Blink Digital



DigiFun x Mochicby Digifun DAO



Hyundai Cretaverse by Metacast

Client reviews

Customers usually leave reviews on different metaverse studios. This is what they had to say about collaborating together with them:

Had an awesome experience! I had help designing a virtual office for my company in Decentraland, and it went great. The building was exactly as I had described and they aced the logo. A++ would def recommend for future builds.

Brooks Clifford — **Bidwell Investment** 

Review for Versepective Architecture

Extremely satisfied with the high quality designs and fast turnaround. Makes the designs realistic, outstanding communication and experience. 100% Recommended for High quality and Decentraland wearables.

Daybed — **Daybed NFT** 

Review for Clurge

DAPPCRAFT is in a league of their own. The quality of their wearables and scene builds are unmatched. For ambitious projects and brand campaigns, I highly recommend this team.

Matt Bond — **Banquet** 

Review for DAPPCRAFT

The services provided were very good with the support of its team committed to bringing results. We appreciate everyone's dedication!

Byron Mendes — **MetaMundi** 

Review for Atrovenado

Truly a one stop shop! The staff at Kollectiff is super knowledgeable and went way above and beyond for us. Can't recommend them highly enough!

Philip Savage — **BBDO** 

Review for KOLLECTIFF

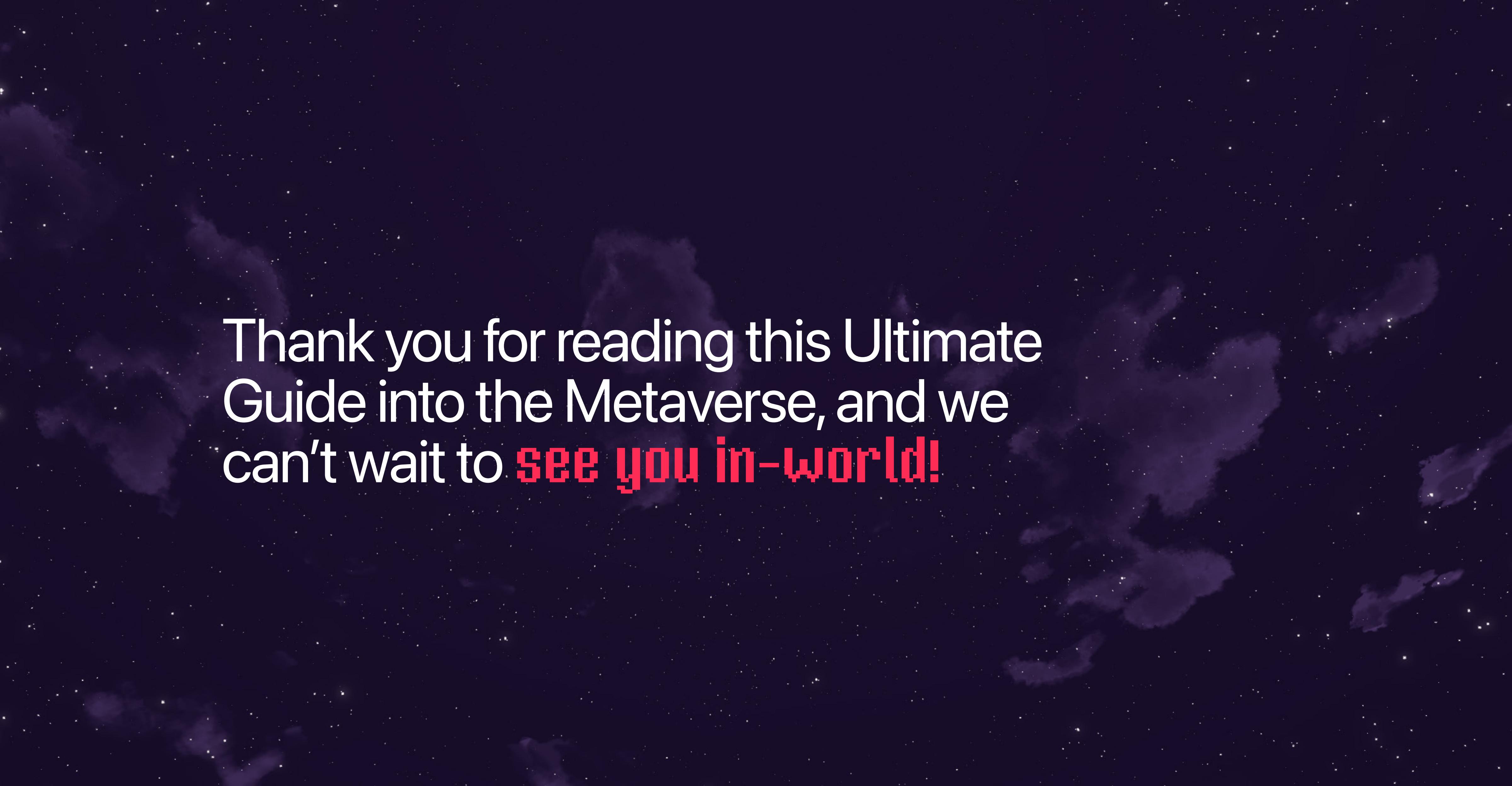
Closing remarks

In conclusion, the metaverse is an exciting and rapidly evolving space offers endless possibilities for creators, entrepreneurs, and users. Decentraland is at the forefront of this movement, providing a decentralized and open platform for building and experiencing virtual worlds.

As we've outlined in this ultimate guide, Decentraland allows users to buy and develop virtual land, create and monetize content, and interact with others in various ways. The potential for growth and innovation in the metaverse is

limitless, and we look forward to seeing what the community will build and achieve in the years to come.

We hope this guide has provided a comprehensive introduction to the metaverse and Decentraland, and we encourage you to explore and get involved in this exciting new world. Whether you're a developer, artist, entrepreneur, or just curious, there's a place for you in the metaverse. So, take the leap and join us in building the future of the Internet and beyond.



Thank you for reading this Ultimate Guide into the Metaverse, and we can't wait to **see you in-world!**

Appendix

Case studies



Dolce & Gabbana





CASE STUDY: COSMETICS

Estée Lauder

Estée Lauder partnered with Decentraland as an exclusive beauty partner of Metaverse Fashion Week in March 2022. The collaboration included creating an original non-fungible token (NFT) wearable inspired by the brand's top-selling serum, Advanced Night Repair. The NFT was designed by Dr. Alex Box, a renowned identity designer and one of the first women to pioneer

the concept of Beauty Futurism. Additionally, Estée Lauder is participating in Metaverse Art Week, hosted by Decentraland on August 2022. The event featured digital art installations, performances, conceptual art products, and NFT exhibitions. The brand provided attendees with a Proof of Attendance Protocol (POAP) NFT as verification that they attended the event.

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CASE STUDY: FOOD & DRINKS

Coca-Cola

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Coca-Cola entered the NFT market by selling a series of NFTs as a single asset, with proceeds benefiting Special Olympics International. The series, called "Enjoy Coca-Cola: The First NFT Collection," included a digital version of Coca-Cola's 1956 vending machine, a red bubble jacket wearable inspired by the company's old delivery uniforms, digital versions of Coca-Cola's 1940s trading cards and a "sound visualizer" that featured classic Coke sounds such as a bottle opening and a drink being poured over ice. The auction began bidding on July 30 and ran through August 2 on OpenSea, an online marketplace for NFTs and other crypto collectibles.

In celebration of the launch, a special event was held in Decentraland, a virtual world controlled by an Ethereum-based decentralized autonomous organization (DAO). Attendees could look out for the giant Coca-Cola can, specially built for Decentraland, and join the surprise musical guests that set the party mood.

Coca-Cola's entry into the NFT market was a sign that more brands are entering the metaverse and using NFTs as a way to monetize their presence and engage with customers in the virtual world.



CASE STUDY: FASHION

Forever 21

Forever 21 opened a Metaverse storefront in Decentraland's Fashion District during Metaverse Fashion Week. This store provided customers with an interactive experience, featuring avatars as sales associates, custom sound effects, and unique fixtures. Customers were able to purchase ten NFT fashion items inspired by pieces available in Forever 21's physical stores and online.

Winnie Park, CEO of Forever 21, commented, "We are delighted to be entering the Metaverse and connecting with a growing audience. Participating in the first-ever Metaverse Fashion Week is a great opportunity for us to further promote self-expression through fashion in both the virtual and physical realms."

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CASE STUDY: FASHION

Dolce & Gabbana

Dolce & Gabbana showcased a collection of 20 specially-designed wearables at the Decentraland Metaverse Fashion Week, using cat-faced avatar models to walk the virtual runway. After the show, the full iconic collection was available to view at an exclusive Dolce & Gabbana pop-up in Decentraland's Luxury Fashion District, curated by UNXD, a luxury-focused marketplace.

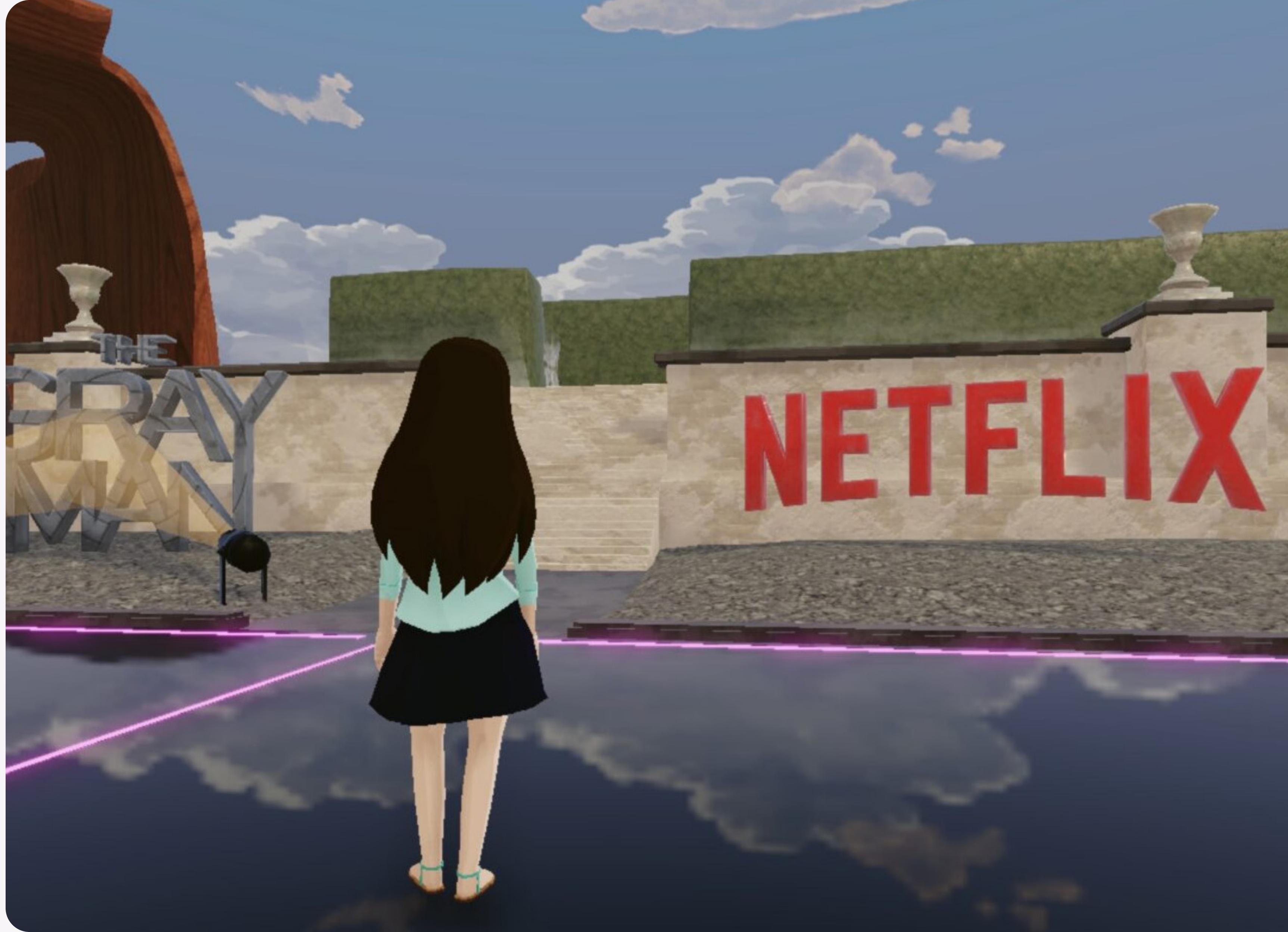
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Netflix

Decentraland, in partnership with Netflix Latin America, recently conducted a month-long experiment in which they replicated a scene from a movie within the metaverse as a way to attract and engage users. This approach allows big brands to enter the metaverse by renting virtual land for a specific project, rather than purchasing it outright. By participating in these kinds of projects, companies can gain a better understanding of how to interact and engage with users in the metaverse, giving them a competitive advantage in the future.

Users have the opportunity to virtually explore a scene from the movie and test their knowledge of the film. This strategy is a great way to both engage existing fans of the movie and introduce new viewers to the experience. Decentraland is able to provide users with a unique and immersive experience in the metaverse, giving them an authentic experience with the movie.



Samsung

Samsung has created a virtual storefront of its pop-up store in New York, called the Samsung 837X experience, which is meant to showcase the products. The company calls it an "experiential playground" that allows users to explore Samsung technology. The Samsung 837X is not just a virtual salesroom or marketplace, but an immersive experience. The store is available on Decentraland, it has three main components: a Connectivity Theater, a Customization Stage, and a Sustainability Forest. The Connectivity Theater highlights Samsung's CES presentations and other technology, the Customization Stage is an event venue that live-streamed a DJ-hosted dance party at the real Samsung 837 in New York, and the Sustainability Forest promotes Samsung's campaign to plant 2 million trees with an NFT firm that provides proof of planting, and also has a portal to a land with millions of trees and a game.

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CASE STUDY: FASHION

Tommy Hilfiger

Tommy Hilfiger recently participated in the Metaverse Fashion Week hosted by Decentraland. The brand showcased its Spring 2022 collections and provided a digital retail platform for customers to purchase wearables for their avatars or shop for physical items from within the Metaverse.

Visitors to the store were able to explore 3D renders of signature styles, including men's varsity jackets, women's madras shirts, and a unisex hoodie with the TOMMY HILFIGER logo. Customers had the option to purchase these items as NFTs, which could be redeemed for physical products delivered straight to their door. Furthermore, TOMMY HILFIGER Decentraland Wearables are available for purchase in the Decentraland marketplace.

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