

Invest \$4M to launch “phygital” clothing line in The Sims 4
for projected \$30M return

POLO
RALPH LAUREN



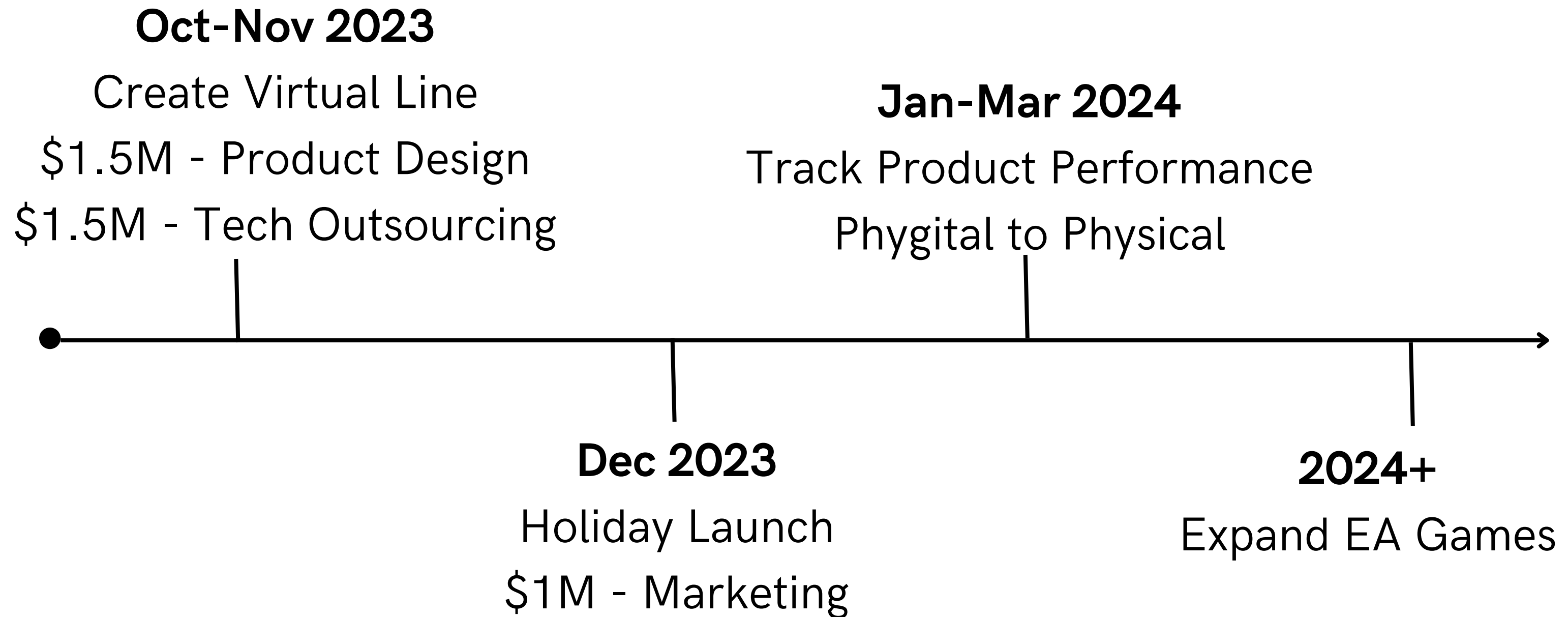
SIMS 4

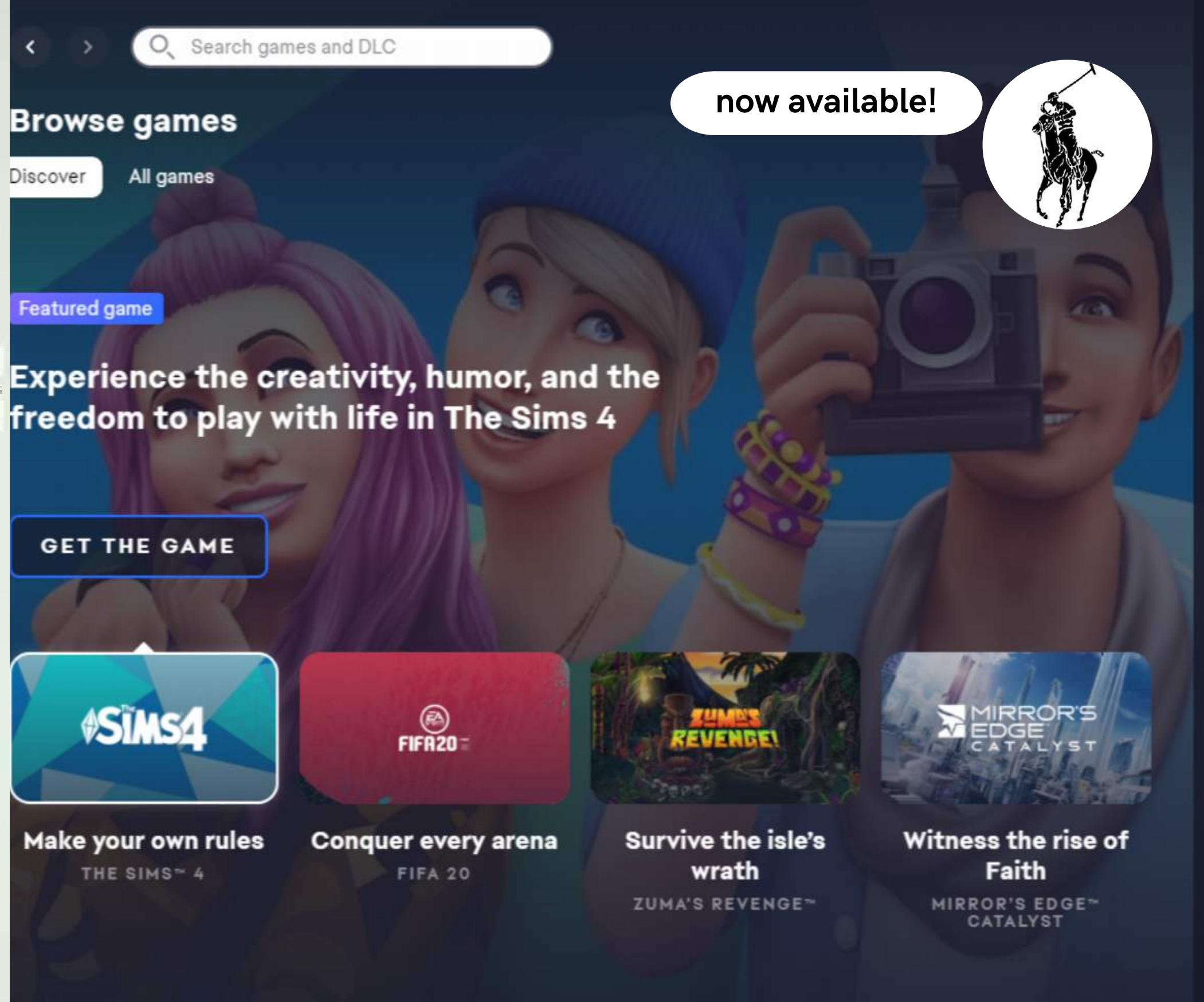


- Lifestyle game
- 25M monthly active USA users
- Target audience ages 18-24
- Competitors in virtual fashion



Timeline: From the Game to Reality





Financial Estimations



Thank You



Sources

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Polo Ralph Lauren + Fortnite: P-Wing Boot



- Physical version released 8/3/23
- 300 at \$250 each
- Sold out within minutes
- Resales \$2,000+