

Karlie Kloss + Roblox Creators | PR Ideas

ROBLOX

Karlie Kloss + Roblox Creators

- **Spotlighting the next generation of fashion designers:** Karlie Kloss is a fashion industry icon who's spent her entire life in the industry; she is extremely passionate about merging fashion/technology and creating/building for the next generation of fashion.
 - **Phase 1/July:** She's partnering with 5 digital fashion designers from the Roblox community where she is personally involved in mentoring, curating their mini-collections (at least 5 items each) that will be presented in pop-ups across 5 different Roblox experiences in July. Her commitment is to help elevate their work and position them as designers of the future for the industry and the broader consumer audience.
 - **Phase 2/Sept:** Persistent experience launch where Karlie will be working with the broader creator community at Roblox (Game Fund grant recipient).
- **MarComms Strategy:**
 - We see Phase 1 as the main news story focused on Karlie's first collaboration with Roblox creators and interest in the platform, as well as endorsement of digital fashion on Roblox and lending her credible voice to educate the industry/consumers on the importance and quality of our creator community's work.
 - We'll line up strategic media opportunities in both fashion/trade and broader consumer media to share the following key messages from Karlie and the Roblox designers:
 - 'The next generation of fashion designers will be coding - not sewing' - digital fashion matters, both to the next generation of consumers (self-expression) and to designers (fashion careers of the future are in this space).
 - Roblox is the place for self-expression for millions of people today where fashion/technology/creativity beautifully merge and opportunities for designers of the future are created.

Ideas (all TBC - timed to launch):

- **Virtual panel - Karlie + creators** discussing Karlie's commitment to the space/community + trends and key messages promoted via social (Karlie's/creators'/Roblox various channels)
 - Option 1 - online webinar open to the community/press (creators who are comfortable with revealing identity participate)
 - Option 2 - in-platform with avatars (Karlie + all participating creators); ecosystems team considering options with private server and feasibility of humanoid avatar readiness for Karlie
- **Broadcast interview** - exclusive timed to the launch with Karlie + creators talking next jobs in fashion, digital fashion trends, and anchors visiting pop-ups and trying on their items (morning or late night show)
- **Exclusive online interview:** Karlie + creators + Roblox in a consumer/fashion title (i.e. W magazine, Elle, Nylon, etc.)
- **Karlie's byline** ('The next generation of fashion designers will be coding, not sewing') for B2B or fashion trade (i.e. Fortune magazine, Wired, Vogue Business)
- **Broader outreach at launch:** Press release or blog (Karlie's properties). Visual assets: lookbook with all 5 designers' collections; Instagram gallery with Karlie's avatar wearing each of the designers' digital items
- **'Pie in the sky'** idea: Karlie's avatar on the cover (Wired, W or other) wearing digital fashion from one or a few of the 5 creators, styled by her own stylist - start pitching in June for September cover timed to persistent world launch



Ideas (all TBC - timed to launch):

- **Human to Avatar Transformation** - Karlie could be integrated into our ongoing human to avatar transformation campaign on TikTok where IRL Karlie would wear outfits and then transform into her avatar wearing the same outfit. Ideally she styles innovative looks from her collection.
 - To represent body positivity, we are open to having other individuals tied to Karlie and the fashion community participating in this movement and doing their own Human to Avatar Transformation video with their avatars wearing Karlie's x Roblox Creators Layered Clothing designs.
- **Behind the Design Series:** Create short form videos with each Layered Clothing designer and Karlie, uncovering where the inspiration for the pieces came from and what it was like working together. These could then be shared across social media.
 - First episode is an exclusive with Karlie where she touches on her thoughts on the evolution of fashion in the digital landscape, why she's choosing Roblox, and tease what's to come.
 - Remainder of episodes are conversations between Karlie and the designers
 - Would be interesting if we could touch on what it's like to be a female designer and / or coder in this day and age.
- **Roblox Day with Kode with Klossy:** Opportunity to do a Roblox x Kode with Klossy workshop day or tied to summer internship program. We could teach how to use Studio, make LC designs and more...

