

H&M launches 'Loooptopia Experience' on Roblox

What is it:

H&M Loooptopia is an immersive experience on Roblox that allows players to experiment with materials and patterns to create virtual garments for their avatar. H&M partnered with metaverse studio Dubit on the venture.

Why does this matter?

Loooptopia encourages users to experiment with fashion while educating on circularity.

The metaverse offers consumers the ability to express themselves through avatar creation.

Strategic implications:

Retailers are looking for new ways to build customer engagement and will lean into the metaverse as they experiment and innovate.

Winning Strategies:

Beyond-reality experiences

Loyalty reinvented



"People who shop and wear H&M garments and accessories are increasingly spending time in virtual spaces and digital worlds. The H&M Loooptopia Experience on Roblox is now allowing us to explore new ways to engage with our current and new customers in the places they love to be, both online and offline"

Head of customer activation & marketing, H&M Americas, Linda Li

