

DRESSX and Diesel to Launch a Collaborative Digital Fashion Collection for Meta Avatars Store, Showcasing Iconic Denim and Signature Looks in the Metaverse

[Los Angeles, 09/14/2023] - DRESSX, the largest meta-fashion retailer, and Diesel, the renowned Italian lifestyle brand, are thrilled to announce the launch of an exclusive collaborative collection on the Meta Avatars Store, featuring Diesel's iconic looks, shapes, and denim, from the latest collections, for the first time in the digital format.

The cutting-edge partnership brings together DRESSX's expertise in digital fashion and Diesel's signature style to transcend boundaries between reality and the virtual world. The collaboration perfectly aligns with the growing trend of digital expression, offering a new way for fashion enthusiasts to experience Diesel's renowned aesthetic in the metaverse. With a shared passion for innovation and creativity, DRESSX and Diesel have worked meticulously to ensure that every garment in the collection captures the essence of Diesel's fashion identity. From the distinctive denim textures to the iconic silhouettes, the digital pieces reflect Diesel's timeless appeal.

"We are excited to join forces with Diesel to pioneer the digital fashion movement on Meta Avatars Store," said Daria Shapovalova and Natalia Modenova, founders at DRESSX. "This collaboration is a testament to our commitment to bringing the most renowned fashion brands to the metaverse and giving a world-class experience to the digitally native customers developing avatar-commerce. Together, we are bridging the gap between physical and digital fashion, offering fashion enthusiasts an immersive and innovative experience."

The exclusive collection will feature 10 iconic Diesel looks, created by the brand and brought to the metaverse by DRESSX to mirror Diesel's in-store physical offering. Digital fashion enthusiasts and the brand's fans will have the opportunity to dress their avatars in Diesel's signature denim jackets, stylish jeans, contemporary streetwear, and Diesel legendary sneakers all seamlessly integrated into the Meta Avatars Store on Instagram, Facebook, Messenger, and Quest VR.

Stefano Rosso, CEO of BVX and Board Member of OTB Group, the parent company of Diesel said: "This collaboration with DRESSX represents an exciting chapter for Diesel and remarks its commitment to engaging technology with fashion. We are thrilled to see Diesel's timeless pieces reimagined in the digital realm, empowering users to express their individuality in unique and unprecedented ways."

The first drop of 5 looks by DRESSX x Diesel is slated for release on September 14th, 2023, with the next drop following later in Autumn 2023. Users on the Meta platform will have the opportunity to purchase the digital garments directly from the Meta Avatars Store, allowing them to curate their avatars with Diesel's iconic style.

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ABOUT DIESEL

Diesel is an innovative international lifestyle company, founded by Renzo Rosso in 1978. Rooted in denim mastery and evolved into being a leader in premium fashion, Diesel is now a true alternative to the established luxury market. The brand's collections include apparel, accessories and a wide range of lifestyle collaborations: from fragrances, watches and jewelry, to interior design and real estate projects with Diesel Living. Discovering, supporting, and fostering creativity is part of Diesel DNA and of its parenting company OTB, the international fashion and luxury group powering a variety of global iconic brands and companies.

About DRESSX

DRESSX is a Metacloset of digital-only clothes, NFT fashion items and AR looks. A year after its launch, DRESSX became the world's largest digital fashion store targeting Gen Z and Millennials who demand a new shopping solution - digital, sustainable, and affordable. DRESSX digital fashion was featured in Vogue Singapore, Vogue Business, WWD, HighSnobiety, Forbes, Financial Times and more high-profile media, with the covers for L'Officiel USA, L'Officiel Paris, L'Officiel Italy, Vogue Czechoslovakia, Vogue Singapore, Haute Living and more. The company was named one of the finalists of LVMH Innovation Award 2022 in the category 3D/Virtual Product Experience & Metaverse. DRESSX is a female-led, female founded meta-fashion company.

DRESSX products are: [website](#), [NFT marketplace](#), and [the DRESSX app](#) (iOS and Android).

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