SOFTWARE AND TECHNOLOGY

Meta, DressX help fuel digital expression with new collection

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New pieces from DressX include minidresses in disparate colorways, sweatshirts, sweatpants and more. Image credit: DressX/Facebook

By LUXURY DAILY NEWS SERVICE

Media company Meta is helping internet users get stylish in its new collaboration with fashion NFT marketplace DressX.

In creating an exclusive digital fashion collection for Meta's Avatars Store, DressX is featuring several 3D styles that users will be able to fashion across Meta's platforms including Instagram and Facebook. The collection is indicative of Meta's anticipation that consumers will continue yearning to express themselves and their styles online.

Virtual chic
New pieces from DressX include minidresses in disparate colorways, sweatshirts, sweatpants and more. The inaugural collection from the fashion NFT marketplace dropped earlier this week and new styles will continue to be launched consistently.

The digital DressX items are currently $2.99.

With the digital landscape providing so many capabilities and opportunities, several brands and retailers are flocking to digital spaces to capitalize. Consumers are no longer solely looking for physical items and tangible experiences, but also ways to genuinely reflect themselves as they carve and foster presences online.

Meta launched its virtual fashion store in June, beginning with virtual pieces from fashion houses Balenciaga, Prada and Thom Browne.

Available on Facebook, Instagram and Messenger, the Meta Avatars Store enables users to purchase digital clothing to style their respective avatars, CEO Mark Zuckerberg announced during an Instagram Live. The store began rolling out with Kering-owned Balenciaga, Prada and Thom Browne, however, free non-designer outfits will also remain available. (see story).

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