

APPAREL AND ACCESSORIES

CFDA/Vogue Fashion Fund partners with mobile game developer

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"Fashion League" from German video game developer Finfin Play AG will be released later this year. Image credit: CFDA

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America (CFDA) is partnering with German video game developer Finfin Play AG.

In celebration of its 20th anniversary, the CFDA/Vogue Fashion Fund will be featured in "Fashion League," a mobile game full of sartorial adventures set for Android and Apple iOS release this fall. The collaboration's first delivery an exclusive, in-game event coincides with New York Fashion Week in September.

"Collaborating with Finfin Play on Fashion League allows us to showcase the incredible talent of the CFDA/Vogue Fashion Fund designers in a new and innovative way, reaching a broader audience and engaging with fashion enthusiasts in the gaming community," said Steven Kolb, CEO of the [CFDA](#), in a statement.

"And, as the Fund celebrates its 20th anniversary, this partnership honors the past while looking forward to the future of fashion."

On the go

Gamers will gain access to styling challenges, game locations and backdrops that integrate the 2024 Fashion Fund's 10 finalists and their designs as part of a special fashion week activation, running digitally for four weeks.

In October, the winner of the CFDA/Vogue Fashion Fund will be represented by a dedicated virtual "Fashion League" store; within the gamespace, users will find a selection of exclusive runway looks made by the up-and-coming designer.

"We're thrilled to merge the physical world of fashion with the gaming universe through our partnership with the CFDA/Vogue Fashion Fund," said Theresa Le Battistini, founder and CEO of Finfin Play AG, in a statement.

"This collaboration celebrates emerging talent and enables designers to connect with and understand their clients better through valuable data."

CFDA/Vogue Fashion Fund is entering the world of gaming. The 10 finalists of this year's milestone Fund will be characters in a new mobile fashion game called [@FashionLeague](#), launching during New York Fashion Week this September.

Read more: <https://t.co/cGKbINJgoZ> [pic.twitter.com/2iRl8BaFmX](https://t.co/cGKbINJgoZ)

CFDA (@CFDA) July 11, 2024

Following New York Fashion Week, a special-edition event “inspired by iconic moments from their respective time in the program” and slated for January 2025 will spotlight CFDA/Vogue Fashion Fund alumni brands, uplifting the competition’s two-decade-long story. A few selection committee members will also appear as non-player avatars in this version.

Reflective of the multifaceted talents that enroll with the CFDA/Vogue Fashion Fund, a diverse range of characters are enlisted for the female-led gaming platform’s launch, honoring the CFDA’s commitment to inclusivity. Last month, the organization backed the LGBTQ+ community, releasing limited-edition eyewear and donating proceeds to U.S. mental health nonprofit Bring Change to Mind ([see story](#)).

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