Metaverse and Brand Experience in Fashion Digital Marketing

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Abstract:
Metaverse is the virtual world loaded with 3D symbolic images; it utilizes enhanced virtual reality technologies to provide its users with an unforgettable interactive experience; which encouraged fashion brands to engage in the Metaverse world.
This research identifies the Metaverse technology as an interactive digital advertising tool; it discusses its efficiency in digital marketing in general; and in digital marketing for fashion in specific. The research also discusses the different forms of this digital marketing tool, its applicability, and the extent of the audience's interaction with it. Furthermore, the research studies the strategies used in the integration between fashion brands in the Metaverse world and its impact on the image of these brands and their performance in regard to developing a unique shopping experience which can increase the loyalty of their customers.
Through the theoretical and practical study; the research has concluded that the Metaverse endows the fashion brand with a sense of enjoyment, participation and modernity through this virtual shopping experience. It was found that this experience links shopping for a fashion brand with playing games, making most of its audience from the millennial generation; it also provides them with the opportunity to increase their creativity, thus; enhancing their shopping experience. On the other hand, utilizing this technology in virtual window displays and stores is an innovative milestone in both marketing and fashion fields.

Introduction:

The digital revolution has largely altered the field of marketing and advertising; as well as the tools used to promote products and convince potential buyers. Therefore; big brands are facing an ongoing challenge to effectively utilize the internet and digital environment to communicate with modern digital customers. Nowadays, a successful brand is one that keeps pace with continuous development and can adapt with the features of this digital era, especially in the field of fashion and clothes.

Fashion has already been digitalized and clothes are now digitally created to be more efficient and modern; the necessity to immerse into the Metaverse world has grown to the extent that international fashion brands started holding virtual fashion shows for the virtual audience of this new world, these shows have become a modern tool for communication and engagement between the fashion brands and their customers, which provides more fantasy and creativity to the shopping experience.

Research queries:

1- Are fashion brands increasingly tending towards utilizing digital fashion?
2- What is the Metaverse technology; and how can it be utilized in contemporary fashion advertising and marketing?
3- To what extent do fashion brands benefit from the digital Metaverse world?

Research hypothesis:

1- Metaverse is a new marketing experience, which enhances the modern communication between the brand and its customers.
2- The online virtual experience of the fashion brand strengthens its identity and mental image in the virtual world.
3- The digital virtual experience of the brand promotes the trend of contemporary digital fashion.

Research objectives:

1- To study the extent of the fashion brands' tendency towards utilizing contemporary digital fashion, including the Metaverse applications.
2- To apply fashion brand marketing through Metaverse; with the objective of creating added values through the digital development of their products; and executing a visual strategy to strengthen the identity of brands.
3- This objective can be achieved through the combination of an identity which reflects the philosophy of the brand and the features of the Metaverse, in a virtual store which conveys the original identity in the virtual world.
4- To detect the impacts of using the Metaverse as a marketing tool on the fashion brand.

Research significance:

1- The research highlights the continuously growing number of international brands which utilize digital marketing and Metaverse shopping experience.
2- The research highlights digital fashion and its importance for individuals and society.
3- The research focuses on the importance of re-

envisioning the strategies used by the fashion brands to enhance and improve the traditional shopping experience; to keep pace with the evolving customers' behavior and their expectations within the Metaverse world.

4- The research promotes the designers' attempts to acquire and develop their digital design skills in the field of fashion and marketing.

Research methodology:

This research is one of the future studies which focus on digital marketing strategies based on the experience of the brands in the fashion field.

The research is based on an analytical study of the main international brands which applied these contemporary techniques; followed by an experimental study for an Egyptian fashion brand, in which a vision was developed for virtual store and virtual clothes in the Metaverse; in order to achieve results which can help recognize the efficiency of this modern strategy in the field of contemporary marketing.

Research limitations:

- Subjective limits: Metaverse - international fashion brands experiences - fashion digital marketing.
- Time limits: 2022 – 2023
- Spatial limits: a virtual fashion store

Research tools:

The following software programs were used in this study: 3DMAX, Z Brush, 3DCLO fashion, Adobe Photoshop, Maya.

1st Theoretical Aspect:

The concept of "metaverse":

The term of "metaverse" comes from the two Greek words "Meta" which means after or beyond; and "Verse" which means the world or universe, thus; metaverse means "Beyond Reality". (Mystakidis, 2022)

Metaverse is considered the state- of- the- art technology after decades of cascading developments of the web and internet technology. Some studies indicates that there is still some ambiguity in specifying a definition that completely describe what is metaverse; this might be because there is still more work that should be done in order to totally and utterly develop this technology. (Lee et al., 2021)

Cambridge dictionary defines metaverse that "it is a virtual world in which humans interact with each other in the shape of avatars in a three-dimensional space that imitates reality". Another definition was introduced lately and describes metaverse to be; not only a virtual world designed for interaction; but it is rather a folder created to expand the digital economy, in which users buy and sell virtual elements with specific currencies which values can be converted into real currencies and products;

including fashion, beauty products, complementary goods, games and virtual stores. (Kumar et , 2022)

This "beyond reality" world is a sustainable multi-users environment which integrates the physical virtual and digital realities. The metaverse is based on convergent technologies which allows multiple interactions; including virtual reality- VR, augmented reality- AR, mixed reality- MR and three-dimensional environments, in addition to artificial intelligence technologies. There are unlimited numbers of users throughout the world that continuously and effectively interact with all of these technologies, which provide them with a real immersion environment and a genuine sense of virtual communication within these environments; which are quite similar to the real ones; in which various transactions take place; such as meetings, telecommunications, shopping … etc. (Liew, 2021)

Marketing fashion within the metaverse world:

The metaverse is considered to be a marketing platform that is appropriate for the modern millennial generation, which is the most enabled one to use virtual technology, communication and games, therefore; creating virtual shopping malls within the metaverse has enabled many international brands to keep pace with the technological developments, in order to offer their services and products in a contemporary and creative method within this virtual world.

Moreover; digitalizing fashion has become an interesting aspect for designers and marketers; especially when taking into consideration the development of the expected future path of the fashion industry, where everything can be seen and tried in real time. Digital fashion has also become a new and accelerating intangible domain in fashion design (Abu Sadat Sayem, 2022); as this technology allows developing 3-D virtual outfits; which mimic real ones; as prototypes to be worn in virtual platforms. (Natalia Särmäker, 2021)

Digitalization has contributed in introducing fashion to the virtual metaverse reality through various approaches; such as virtual fashion shows and stores; as well as fashion advertisements within virtual games.

The main reasons for the creation of digital fashion:

1- Digital fashion considerably reduces the time needed for marketing, by utilizing digital materials throughout the whole marketing process instead of real physical materials or samples. (Abu Sadat Sayem, 2022).

2- Virtual reality is considered an appropriate addition to the interactive process between the brand and its customers, although it is not a substitute to real fashion.

3- Digital fashion adds marketing advantages for

the real fashion as many brands nowadays use the digital fashion to creatively market their real fashion designs.

4- Digital fashion design provides both the designers and users with more liberation and creativity.

5- The largest fashion brands are now competing to immerse in the metaverse world because it is ecologically friendly; as production takes place only after receiving the order, resulting in the reduction of costs and losses of the fashion industry. (Abu Sadat Sayem, 2022)

For all the above reasons, metaverse has become a 3D interactive world for the fashion industry, and the practice of "The Metaverse Fashion Week" in March 2022 has proved to be a successful example for the enormous integration of fashion in the metaverse world, in which many fashion brands have contributed with virtual fashion shows throughout a whole week.

Pic1: two Samples of the Metaverse fashion week defile
https://www.glamourmagazine.co.uk/article/Metaverse-at-fashion-week (22Nov.2022)

Brand experiences in the metaverse:

Due to the huge developments in the internet, social media, graphic technologies, user interfaces and digital displays; many fashion brands strive to exist and maintain their identities and customers in this new virtual world. The metaverse now represents the latest challenge for fashion brands and some of them have managed to enter these virtual platforms through advertising, marketing or entertaining approaches; but in all cases; this process requires advanced strategies which must be appropriate to this virtual development of the marketing and communication between the fashion brand and its customers.

Such strategies should take into consideration to promote the fashion brand, protect it and increase its awareness, because the expansion in introducing these brands within the metaverse is a great opportunity to reach new audience, including the players of virtual games; which is the most advanced virtual world nowadays. Virtual gaming provides many marketing tools which can promote fashion brands and enhance their communication with the modern metaverse customers; as virtual games can include advertisements and banners for fashion brands, also; the game avatars can be designed wearing a specific fashion brand. (Brandon Leahy, 2022)

Online shopping has hugely increased during the COVID-19 pandemic; and the virtual world has become an important and effective marketing and commercial tool. After 2020; e-commerce continued to expand and users has become more dependent on it in many aspects of their lives.

Thus; brands need to convert the personal experiences; which used to happen naturally; into digital interactions, especially the fashion brands which joined the metaverse world lately. Businesses now attempt to create an atmosphere of well-intention, reliability and credibility to create a connection between the fashion brands and their customers, through different methods by which users can interact with the brand.

The following are some analyzed examples for the attempts of international fashion brands, which turned to metaverse for a contemporary marketing and advertising process:

1- Louis Vuitton:

This fashion house created an interactive game in the occasion of its 200 years foundation anniversary; this game can be downloaded through Appstore and Playstore applications. The main character of the game is "Vivienne"; a small flower which represents the floral pattern of the fashion house; travels to Paris, London, Beijing, Tokyo and New York searching for 200 post cards which represent the historical milestones of Louis Vuitton. The game includes virtual outfits; in which the floral patterns of the Louis Vuitton's logo are used as outfits for the game characters.

The game allows its users to create their avatars using the digital brands of the fashion brand, they embark on a journey through which they learn more about the brand by collecting souvenirs, this way; the fashion brand could reach a younger audience through a world that is more familiar to them than sophisticated shopping outlets.

Pics. 3, 4 & 5: The Louis Vuitton game
https://www.voguebusiness.com/technology/louis-vuitton-to-release-new-nfts (20 Nov 2022)

As shown in the above pictures; the characters outfits and the internal design of the game are designed based on the identity of the fashion brand in the real world in order to convey it to the virtual world. This method affirms the identity of the brand and embeds it in the minds of the new audience, also; this interactive game includes the historical values of the fashion house in the shape of a recreational journey, which also promotes its real identity and enhance its virtual image.

2- Gucci:

This fashion brand developed a new experience called "Gucci Virtual Garden"; which was hosted on the Roblox platform for two weeks with the objective of creating awareness of the brand among younger customers.

In this virtual experience; users can enter rooms which reflect the Gucci character, they can wander around this modern virtual store and buy virtual products, thus; experience the feeling of owning a product (even if only a virtual one) from a sophisticated and well know fashion brand.

Pics 6 & 7: "Gucci Garden Archetypes"
https://www.gucci.com/us/en/st/stories/inspirations-and-codes/article/gucci-garden-archetypes

The above pictures show the front of a Gucci store in a Roblox game; the outfits of the game characters are designs of the fashion brand; which represents a direct advertisement for the brand within the game; and at the same time strongly affirms the identity of Gucci fashion in the virtual world.

3- Nike:

This American corporation launched a virtual space, which they called "Nike Land" on the metaverse platform; through which users can equip their avatars with Nike virtual products, so that they can play games and attend music concerts in these virtual outfits.

In addition to the "SWOOSH" platform; which Nike uses to sell all its virtual products; it acquired a brand called "RTFKT" which manufactures sport shoes; Nike offers many special virtual pieces for sale; but they can't be worn in real life; as a part of the virtual symbols and collections specially designed for the metaverse world. These virtual products owned by the users are marketing tools which can promote the brand and turn the users to be its online ambassadors; it is also worth mentioning that Nike hired virtual shoe designers in accordance with the new digital approaches of its marketing strategy.

Pic. 8& 9: Nike Metaverse
https://Metaverse.digital/nikes-Metaverse-strategy

The above pictures show the special virtual sport shoe designed by NIKE & RTFKT, as well as the NIKE logo displayed on the outfit of the game character, which is a strong form of hidden advertising.

4- ZARA:

This fashion house launched a collection of virtual outfits and makeup products as part of its "Lime Glam" campaign; this collection included a limited number of products which the users can dress their

"Zepeto" avatars in them; as well as wear them in real life; as Zara has also produced real items which include some of its most popular products; including suits, jackets, denim pants, makeup, nail polish and eye-shadow palettes.

It has also launched a new channel on the

"Snapchat" application which provides the users with the brand's own AR filters, on the other hand; ZARA is keen in participating in social events, such as Valentine's Day which it transformed to the virtual world in red fashion design and surroundings.

Pic. 10 & 11: https://www.zara.com/sa/en/woman-metaverse-l5716.html

The above pictures show examples for ZARA virtual fashion which can be worn in real life; as well as the fashion designs it launched on the metaverse to participate in the real-life event "Valentine's Day" within the virtual world

5- Lacoste:

This French brand launched a virtual store in metaverse for its special loyal customers to enjoy a virtual shopping experience for the brand, in order to enhance its connection with them and the society, also; this store was launched during the holiday's season to allow the customers to enjoy

this special virtual experience during their vacation time. The store was characterized with the brand's green color identity in real life, which was conveyed to the metaverse in a creative method; as users enter the metaverse through the alligator's jaws, to find themselves in a green showroom which includes five seasonal products which are available for shopping in a 360° display. The displayed virtual collection includes shirts, blazers and clothing accessories such as hats and sun glasses.

Pic. 12 & 13: https://blog.cryptoflies.com/lacoste-opens-a-branded-virtual-store-in-the-metaverse

The above pictures show the outside and inside of Lacsote virtual store; in which the products are displayed while strongly maintaining the brand's identity, as soon as the users enter the store; they can find many pieces of Lacoste's latest fashion collection.

From all the above; it can be concluded that there is an increased tendency from international fashion brands towards using the digital fashion technology and the metaverse which is considered to be a form of digital interactive advertising and one of the contemporary marketing methods; especially in the fashion industry. It is expected that the metaverse will be an important element in the fashion brand's successful marketing strategies; as it is a novel and contemporary creative method which increases loyalty to the brand and its interaction with its (future) customers, by providing them with a unique experience, which is converting actual stores into virtual ones, in which customers can

have an exciting time and enjoy new experiences.

Furthermore; converting real stores into demo stores and creating a connection between the virtual and physical stores through interactive shows; in which the user enters the real world to try the fashion brand; increase the effectiveness of the virtual experience and the connection between the brand's identity and ideas in both worlds.

According to the requirements of this era and the sensationalist modern technology, the metaverse makes the brands which enters its world more interesting to the customers; while in regards to advertising in the metaverse, immersion will provide the highest selling point, because marketers will not only be able to provide better, greater and more developed experiences of the brand for the customers; but the customers will actually be immersed in a virtual environment which supports the brand and its objectives.

Pic. 14: an interactive advertisement which uses the virtual game character and fashion in a real advertisement which the user can interact with.

From the above; and based on the analytical study; the importance of the metaverse for fashion brands can be summarized in the following points:
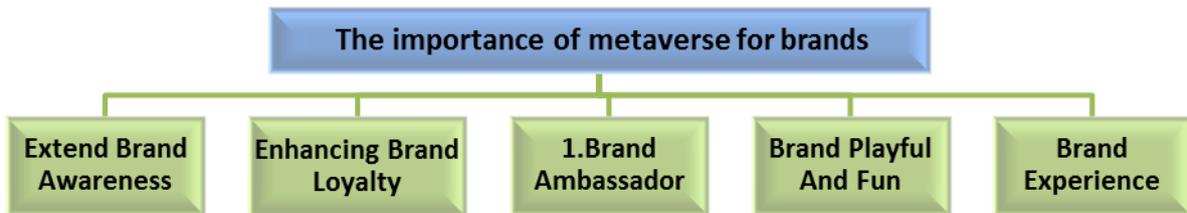
Fig. 1: The importance of metaverse for brands (own processing)

- The metaverse **extends brand's awareness** to new special audience within contexts that are familiar and natural for them; and at the same time untraditional for the brand; giving it a sense of difference and uniqueness in the customer's mind.
- The metaverse **enhances the brand's loyalty**; because virtual games, music concerts, NFTs or other virtual experiences creates a wider recognition of the brand in the customers' minds through various uses, thus; enhances the brand itself and extends its protection.
- The metaverse acts **as brand ambassador**; dressing the games characters and avatars in outfits from a specific fashion brand; while playing or shopping in the virtual world; is a commercial advertising for this brand, also; if such characters or avatars are well-known, such as famous game characters; they shall act as ambassadors for the brand, which broaden its recognition.
- The metaverse confers a sense of **playfulness and fun** on the brand; because joining the world of virtual gaming gives the brand the characteristics of enjoyment, funny, and joy; which correspond with the metaverse and its users.
- The metaverse provides **a unique brand experience**; as it allows trying the brands' products through interactive and virtual platforms to understand the products' features and specifications; by transferring them between the real and virtual worlds; which promotes the brands' trust.

2nd Practical aspect:

Based on the theoretical and analytical study; a virtual vision for an Egyptian fashion brand was created as an application model which can contribute in reaching the conclusions of this research in regards of fashion and brands in the metaverse world.

1- **The fashion brand**: The Egyptian brand "nit" was chosen in order to affirm the Egyptian identity; it is a new brand specialized in high quality Egyptian cotton products; it is interested in exporting its products and seeks to develop new wide-scale contemporary production lines.

2- **The targeted audience**: female customers; because studies show that an effective virtual marketing shall play a significant role in attracting female and senior customers to the virtual environments.

It is known that the metaverse is largely dominated by young males; because the number of male game players in the virtual world is much more than the female ones; this negates the concept of wide-scale acceptance targeted in this research, thus; the field of modeling and fashion was selected to stimulate girls and women to enter the metaverse world.

1st: the fashion brand
#nit #MadeInEgypt #Egyptian Cotton
The modern Egyptian brand "nit" for Egyptian cotton products was selected in this research; it currently tops the list of international exporting due to the famous high quality of the Egyptian cotton; it also has several

production lines for household linen.

The research envisioned that this brand shall also enter the world of fashion utilizing the premium Egyptian cotton; as expected in the future strategic plan of this brand.

● **The brand's character**

"Nit" is the Goddess of weaving in ancient Egypt; it is also the name of the brand.
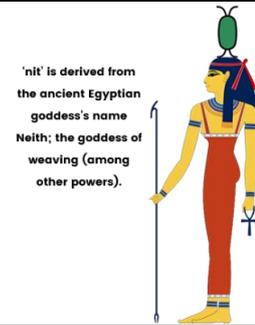
'nit' is derived from the ancient Egyptian goddess's name Neith; the goddess of weaving (among other powers).

2ⁿᵈ: "nit" Avatar design

As this research is about the virtual world; an avatar was specially designed for this brand, inspired from the concept of the brand and the Egyptian identity.

1- **The design of the avatar** is inspired from "nit" the Goddess of weaving in ancient Egypt; in order to use it in the advertising posters which shall represent the brand in the virtual world.

2- **The design of the avatar's outfit** uses the white color, its lines are simple and inspired from the outfits of ancient Egyptian women and from the brand itself which targets to produce authentic cotton outfits, afterwards; the created fashion collection was used on the avatar.

3- **The avatar's outfit accessories** include a tiara which is inspired from the cotton flower; and the neck-cape is also inspired from the petals of the same flower; which is the essence of the brand. The accessories also include a simple belt inspired from the ancient Egyptian fashion style; which adds more femininity to the avatar.

The design combines the ancient Egyptian style in outfit accessories and the simplicity of the modern era.

4- **Face features and makeup**; the design focuses on the distinct facial contours of Egyptian females in ancient Egypt; which distinct Egyptian females till today. The design is detail oriented in regards to drawing the face, eyes and hair using the bronze color to reflect purity, authenticity and genuine identity.



3ʳᵈ: Design of the virtual store:

● **Color identity**: The interior of the store is designed based on the genuine color identity of the ancient Egyptian identity. Gold and brown colors were used in the design, as well as the colors of the brand; the selected color palette was utilized in the advertising posters, interior units, elements, engravings and walls of the store.

● **Windows displays** inspired from the "cartouche" in ancient Egyptian art.

● **Interior design:** The store walls include the brand logo, the drawings and engravings on the walls are inspired from the Pharaonic and hieroglyphic symbols and give the implication that the user is entering a Pharaonic temple, in order to connect between the virtual identity and the authentic identity in the real world.

● **The interior lights** correspond with the immersion and mystery of the metaverse.

The color identity of the virtual store and advertisement posters.

1- The outside of "nit" virtual store

Users can access the virtual store from the NIT website. The virtual store includes an outside area with two large displays on the side walls that broadcast NIT posters advertising campaigns. So the corridor includes fashion in windows display with a Pharaonic style.

2- The inside of "nit" virtual store

At the end of the corridor there is the entrance gate to the virtual store includes an area with two large displays on the side walls that broadcast another NIT posters for advertising campaigns.

Inside the store: The design demonstrates the dominance of the brand "nit", and the ancient Egyptian identity; demonstrated by the colors, wall engravings, windows, outfits and advertising posters design

with brand avatar .

3- Window displays design

Three creative designs for window displays were created; the designs are inspired from the "cartouche" design in ancient Egyptian art, with more elongation and streamline to serve their function; as well as more illumination to suit the general identity of the store and brand. There are **three types** of window display:

1- Corridor window displays
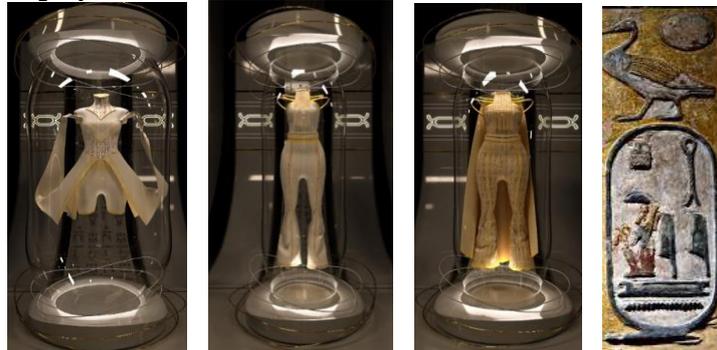
2- Inside store window displays

3- Central main window display

**4- Posters inside the virtual store (stand and wall posters)**

Sample 1 wall poster	**Sample 2 wall poster**

Sample 3 stand and wall design

Sample 4 stand poster

Posters were designed with an Egyptian-Pharaonic spirit and identity using the avatar which designed for the brand with several fashion , taking into account the colors of its basic identity, and the advertising slogans are teasing that motivates the audience to experience.

Some posters in virtual store

4th: Fashion designs

The research includes designing a fashion collection for event outfits inspired from the ancient Egyptian art appropriate for the modern females within the age group of 20 – 45 years old. The collection consists of 10 designs; the dominant colors are white, gold and off-white.

The first design	The second design
The outfit has simple design lines inspired from female outfits in ancient Egypt. The inside design lines are curved in the upper part of the dress, in addition to simple drapes under the waist to	The outfit lines imitate the body to give more femininity with additional wide bands which are twisted in

add more femininity. The outside lines of the outfit (silhouette and cape) are sharp and straight to give a feeling of greatness and power.

Accessories were added to the bust area to give more elegance and beauty; the half circle beads- necklace is influenced by the female accessories in ancient Egypt and is used to bestow more femininity on the outfit.

The dress was displayed within the metaverse experience; in white color in a window display and in golden and black colors in the brand's advertisement posters within the experience.

different directions in the bust area; to attract attention towards the upper part of the body.

Ancient Egyptian inscriptions were used as repeating units in the embellishments of the skirt.

The design combines the white and golden colors as the two distinctive colors of the collection.

The third design

The design lines follow the body shape; the cape is added to give a feeling of greatness and prestige.

Big and bold accessories are used in the bust area for more femininity and to show the strong personality of the wearer.

The cape is decorated with bands embellished with ancient Egyptian inscriptions.

White and golden are the dominant colors in the collection.

The fourth design

The design lines follow the body shape; the cape is added to give a feeling of greatness and prestige.

The curved and sleek lines at the bust area add more femininity with a distinct addition of the Egyptian Scarab as a contemporary accessory.

The outfit is designed as a jump suit to appeal for young females and to match modern fashion.

The fifth design

The design lines are inspired from the ancient Egyptian kilt called "Naqba".

Ribbons were added in a modern style; although ribbons in ancient Egypt were associated with mummies; but here they are used to give the feeling of reborn and to suit the metaverse displaying method. Also; the ribbons are flowing to suit young females and add more femininity.

All the inside and outside lines of the design are curved and smooth to add more femininity and delicacy

The golden color is used to suit the design and age group.

The sixth design

The lines of this design is distinct and creative, it suits younger age group.

The design is for a white short jump suit

The seventh design

The inside lines of the design are inspired from the lotus flower; these lines are abstracted and contemporary to match the rest of the outfit.

decorated with golden ribbons. Linear golden strips decorated with ancient Egyptian inscriptions are used in the neck and waist areas. A front open short skirt is connected with the bust ribbons to attract attention to both the upper and lower parts of the body.	The outside lines take the shape of the body to add femininity and charisma. The sleeves are wide to imply lightness, swiftness and simplicity; and are decorated with elements of ancient Egyptian art. The outfit combines the white and golden colors which dominate the fashion collection. Because of the beautiful golden lotus flower in the bust area, there was no need to use accessories in this design.

5Th Brand experience in the conversion from the physical to the virtual world:

1- One of the advertisements for brand fashion collection; which were displayed inside the virtual store; was selected and transformed to the real store in the physical world; using the same avatar; in order to link the two worlds of the users.

2- In addition to a mobile application which can easily access the metaverse world and the virtual store.

1- Users can Join QR code which poster included at real store with mob and join with metaverse virtual store and enjoy with brand experience.

2- Users also, can Join with website links to Explore nit experience on metaverse.

For watching full nit experience video, you can join this link automatically or open it with copy and paste with any explorer like Google explorer.

https://fapabuedu-my.sharepoint.com/:v:/g/personal/nancy_fakhry_fa

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The advantages of the applied experience can be summarized in the following points:

1- Identifying the challenges which face the application of metaverse technology in the advertisement field in general; and in fashion marketing in specific.

2- Identifying the users' turnout or retraction in regards to the metaverse technology in the fashion field; by integrating the virtual world with the physical one.

3- The metaverse implies extension beyond traditional advertisements towards creating brand experiences which are more attractive, stimulating and less intrusive than the current digital advertising.

4- Utilizing the Egyptian identity to the maximum has a vital importance in the modern virtual world, which overpasses the geographical boundaries and became more globalized and overspread; this can be beneficial in the fields of tourism and industry as well.

Research conclusions

1- Metaverse is a relatively novel phenomenon; but it has its own modern audience; which shall change the current mindset of advertising and fashion shows, in addition to providing countless opportunities for both large and small fashion brands to communicate with their customers.

2- Metaverse participates in the outfit tryout imitation; so that customers can have an idea about the outfits before purchase, actually; it provides unimaginable shopping experiences.

3- Metaverse enhances the concept of digital fashion and its importance for modernity and sustainability.

4- Metaverse increases the customers' loyalty for brands; and grants these brands added values, such as fun and enjoyment.

5- Metaverse improves the communication connections with current customers; and helps attract new customers.

Recommendations:

1- Brands should re-think the development of its marketing plans in the 3d world; marketers shall need to adopt the developed technology more rapidly.

2- E-commercial protection is vital to protect the intellectual property rights for the virtual fashion designs and brands.

3- The promotion of the Egyptian identity and conveying it to the virtual world is a modern requirement, therefore; the genuine brands should follow this orientation and support

designers in fashion and advertising fields in order to keep up with the rapid developments.

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