

# Burberry debuts takeover of Harrods in Roblox metaverse

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*For the first time, the iconic Harrods facade is recreated into a Burberry-branded virtual storefront. The launch invites Roblox's global community to explore the digital extension of Burberry at Harrods. Image: Burberry, Harrods*

By LUXURY ROUNDTABLE INTELLIGENCE

Fashion brand Burberry has launched a takeover of department store Harrods on Roblox, an immersive online platform in the metaverse.

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