

Police enters the metaverse with Audacityland



DeRigo's Police sunglasses feature in the Audacityland My.Avatar capsule collection

Police, the lifestyle brand which has always leveraged innovation and digitalization to drive an immersive and bold experience for consumers, is taking the next step in creating innovative engagement by launching in the metaverse.

Police is the first brand in history that has grown and evolved from optics into a lifestyle offering, from perfumes to watches, from jewelry to small leather goods, and finally clothing. This complete lifestyle world that has now been brought to life in Audacityland, a platform based on web 2.5 technology connected to an interactive and navigable metaverse where the products and values of the Police brand become a livable digital experience for customers around the world.

Audacityland is described as a place that redefines the logic of interaction between the brand and its consumers, who, by registering, will become part of the first Police community, obtaining a personal, unique, and certified membership token thanks to the use of blockchain technology.

With Europe being a key market for Police, the brand is leveraging the consumer engagement potential of the Audacityland space by allowing users from the region to actively participate in the Police community. This takes the form of the collection of P-Coins that will allow users to develop the level of their membership, as well as unlocking access to increasingly exclusive benefits and experiences, up to the possibility of being selected for live exclusive experiences on the occasion of the Italian Grand Prix in Monza on September 1st, or to visit the Mercedes-AMG PETRONAS F1 headquarters in the UK. P-Coins will also be available to European shoppers who purchase the products of the Audacityland My.Avatar capsule collection, consisting of two pairs of glasses, two fragrances and a smart watch featuring a QR code on the case and a personal code for obtaining digital credit in the Police metaverse.



The latest Police eyewear is also available for shoppers in travel retail

To combine the physical and digital, Audacityland will also allow the Police community around the world to learn, participate in and ultimately contribute to the co-creation of Limited Editions, which will be physically produced and sold in preview for members of the community itself on the e-commerce policelifestyle.com. The co-creation of the eyewear model will conclude shortly and the new model will be produced for purchase. Audacityland members will then be invited to engage with the creation of new offers in the Fragrances and Watches categories.

The Audacityland Collection will also be available for shoppers in travel retail. Registration to become part of the Police community has already started on the Audacityland website.

In a journey through the real and the digital, the two-dimensional and the three-dimensional, Audacityland adds yet another dimension to Police, which has always been a combination of innovation, creativity, and style.