# Lockwood Publishing and PhygitalTwin launch LuxeRealm phygital jewellery collection merging virtual and physical fashion



In a notable development at the intersection of fashion, gaming, and technology, Lockwood Publishing, creators of the popular 3D social game Avakin Life, has partnered with startup PhygitalTwin to launch LuxeRealm, a pioneering phygital jewellery collection. This collection features pieces that exist both as digital items within the Avakin Life metaverse and as tangible, real-world accessories, marking a significant step in the merging of physical and digital experiences within the luxury fashion domain.

The term “phygital,” combining “physical” and “digital,” is increasingly shaping how brands across various sectors engage consumers by blending online and offline experiences. While initial phygital ventures were mainly confined to tech showcases, it is now fast becoming a standard approach in customer experiences, particularly propelled by fashion labels, gaming platforms, Web3 start-ups, and augmented reality technologies. The report from Livvium—an agency specialising in empowering brands within digital spaces—highlights how digital fashion and immersive experiences are creating new forms of connection between brands and their audiences.

LuxeRealm embodies this phygital ambition by offering jewellery that players can wear on their avatars inside Avakin Life and also physically own, signifying an innovative continuity between virtual and physical identities. Avakin Life, which launched in 2013, boasts over 200 million registered users globally and focuses heavily on self-expression and customisation through avatar creation, virtual living spaces, and social interaction. This ecosystem provides fertile ground for phygital offerings like LuxeRealm to thrive.

To celebrate the launch, Lockwood Publishing hosted the Dual Spark Competition from 28 February to 5 March 2025, inviting the Avakin Life community to design outfits that mix their personal fashion sensibilities with the evolving digital universe of the game. Winners were featured on Avakin Life’s social media channels and received exclusive LuxeRealm phygital jewellery items, underscoring the engagement between gameplay, fashion, and creative participation within the community. The winners were announced in mid-March 2025, reflecting the dynamic relationship emerging between the metaverse and real-world fashion spheres.

From a technical perspective, PhygitalTwin’s role is to bridge physical objects to their authenticated digital twins through blockchain infrastructure. Each LuxeRealm jewellery piece is linked to a digital counterpart, with ownership verifiable on the blockchain, enabling it to be a transferable asset usable in various compatible virtual worlds. This nascent interoperability opens new possibilities, such as a single jewellery item being simultaneously worn physically, displayed on virtual avatars across different platforms, and traded on Web3 marketplaces.

This phenomenon aligns with broader market trends wherein digital fashion is becoming a multi-billion-dollar opportunity—estimated at over $50 billion by 2024—driven by pioneering ventures from brands like Nike’s RTFKT, Balenciaga’s collaboration with Fortnite, and Gucci’s Gucci Vault. Moreover, other innovative initiatives include Refy Beauty’s immersive retail storytelling at Selfridges, Lancôme’s targeted activation on Roblox for adult users, Doji’s hyper-realistic avatar-enabled virtual try-on technology, and Decentraland’s Metaverse Fashion Week, which collectively signal increasing convergence between digital and physical realms in fashion marketing and retail.

The rise of phygital fashion reflects cultural shifts in younger generations, for whom digital identities are significant aspects of social representation. As the report notes, wearing an item—whether virtually or physically—functions as a communicative act and status symbol, facilitating a seamless interchange between an individual’s digital avatar and physical self-expression.

Lockwood Publishing and PhygitalTwin’s LuxeRealm initiative not only highlights the potential of phygital products but also acts as a market test probing consumer willingness to invest in dual-reality luxury items. Questions remain on whether users will pay a premium for jewellery that transcends both domains and how content creators might leverage such products in storytelling or brand-building efforts.

Ultimately, LuxeRealm may represent more than a novel marketing strategy; it could foreshadow a lasting transformation in the fashion industry where the boundaries between online avatars and physical appearance blur. The prospect of a capsule collection released simultaneously across virtual platforms like Fortnite and Avakin Life alongside physical retail points towards a future where NFTs serve as exclusive access tokens and avatars become true extensions of personal branding.

As fashion increasingly duplicates and augments itself beyond traditional contexts, the phygital object stands poised to reshape consumer experiences, commercial models, and the very notion of ownership within both digital and physical landscapes.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://phygitaltwin.io/products/luxerealm-necklace> - Details the LuxeRealm Necklace as a phygital product available both digitally in Avakin Life and physically, confirming the partnership's tangible output.
* <https://phygitaltwin.io/products/luxerealm-bracelet> - Describes the LuxeRealm Bracelet's dual existence as a virtual and physical item, aligning with the article's phygital focus.
* <https://www.businesswire.com/news/home/20250317332151/en/PhygitalTwin-and-AvakinLife-Unveil-the-First-Ever-PHYGITAL-Competition> - Confirms the Dual Spark Competition timeline and purpose, including winner rewards of LuxeRealm phygital jewellery, matching the article's description.
* <https://www.mannpublications.com/fashionmannuscript/2025/03/17/phygitaltwin-and-avakinlife-unveil-the-first-ever-phygital-competition/> - Reiterates the LuxeRealm collection's role as Avakin Life's first physical rewards, corroborating the article's claims about phygital innovation.
* <https://www.trendhunter.com/trends/phygitaltwin-and-avakinlife> - Validates the competition mechanics (selfie submissions for physical prizes) and phygital crossover strategy outlined in the article.