

CLUB404 IS LIL MIQUELA'S OWN FASHION LINE

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24 : 04 : 2019 Fashion : Avatar Influencers : Retail



Digital Psychedelia, Club 404 by Lil Miquela

Watch this video at <https://www.lsnglobal.com/news/article/23989/club404-is-lil-miquela-s-own-fashion-line>

Los Angeles – The virtual influencer has launched her own members' club offering a limited-edition range of merchandise.

Club 404 was created in collaboration with Brud, the storytelling studio behind Lil Miquela, with candy-coloured, sci-fi-inspired branding by female-run digital studio **The Digital Fairy**. The club – named after the internet error code 404 to 'symbolise a new wave of digital disruption' – counters the traditionally exclusive nature of members' clubs by instead operating as an inclusive digital community.

The e-commerce site now offers two sweatshirt styles and a pack of patterned socks, all made in Los Angeles, with prices starting at £24 (\$31, €28). A drop model will render all products limited edition and new items will be regularly uploaded to Club 404.

As more **avatar influencers** take to Instagram, Lil Miquela highlights the commercial potential for these fictional personalities to influence fashion and retail beyond brand sponsorship.