

My avatar, fashion and me

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Abstract

- **Objective**

Based on the study of *Animal Crossing: New Horizons* (ACNH), our study aims to understand the relationship between the player, their avatar and fashion. It intends to answer two main questions: What are the specificities of the player's projection mechanism towards their avatar in this video game? What is the role of fashion in this mechanism?

- **Methodology**

With an understanding approach, our qualitative methodology is based on two main sources: participant observation and a survey of the ACNH gaming community.

- **Results**

As a sandbox game, ACNH is characterised by the opportunity for the players to create clothes and, potentially, share them with the online community. Chosen according to the situation, the avatar's look seems to be crucial in the identification process. Players choose a style of clothing that corresponds to their actual, dreamed or fantasised look.

- **Managerial implications**

Our study underlines the interest for brands to seize the opportunities offered by the ACNH gameplay and offers recommendations to them about product placement.

- **Originality**

While many video games have become fashion showcases, the issues associated with the avatar's look are little explored in the marketing literature. It is on the basis of the specificities related to the creation and sharing of designs in the ACNH video game that we propose to better understand the issues associated with fashion.

- **Keywords:** *Animal Crossing: New Horizons*, video games, avatar, fashion, brand, product placement.

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