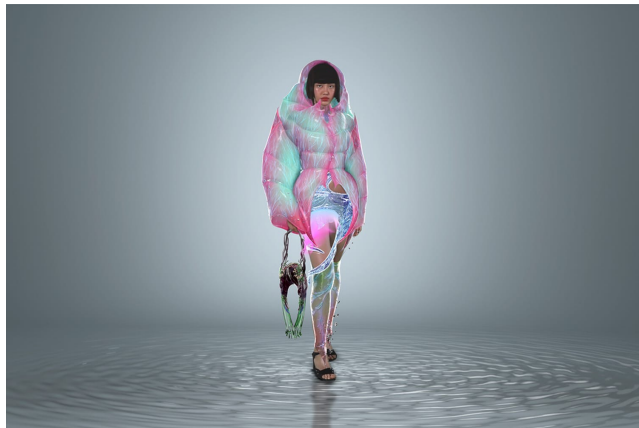


Welcome to the Metaverse

What is it? The metaverse is a blending of digital and physical existence. It's more than just life online - it's the blurring of interactions that boundary the physical and digital world.

Why Should I care? The pandemic saw many of us escape reality into online worlds like *Roblox* and *Fortnite*. But these spaces have proven to be a place where human creativity can flourish and thrive. **Where communities can connect and grow.**



Auroboros styled by Sita. Digital couture collection sold on Drest

Brands are sidestepping IRL and going Direct to Avatar



Find new and unexpected spaces to build community



Explore hybrid opportunities - the liminal space

So what?

These probably won't look like your normal audiences. It's more than just a Facebook group.

How can you find and connect with new supporters in the metaverse?

How and where can you experiment with hybrid events?

How can you build a tribe around your mission? And how can you empower them to create change?