

《LV和英雄联盟合作了》

Louis Vuitton's logo is known the world over, and now its luxury products are finding their way inside video games.

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The French designer is making virtual items in a game called "League of Legends" that people can buy with real money.

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It's part of a new deal announced Monday, the latest in a growing trend of luxury brands teaming up with video games as they seek to find new digital audiences.

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?????Riot Games

Louis Vuitton and "League of Legends" developer Riot Games' partnership extends beyond virtual clothes.

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The French fashion house will also release a "League of Legends" inspired fashion collection and a custom-made trophy case for the League's annual esports finals to be held in Paris this November.

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The partnership will last for three years to encompass the 2020 finals in China and 2021 finals in North America, according to Riot.

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Although this is Louis Vuitton's first foray into video games and esports, the company has previously designed a trophy case for the FIFA World Cup. Esports are starting to challenge traditional sports, Riot Games' head of partnerships Naz Aletaha said.

??Naz Aletaha??????????????

"The size and scale of [our Worlds championships] have really reached a point where it's starting to rival traditional sports," she said.

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In a statement, Louis Vuitton CEO and chairman Michael Burke said the company liked to be "associated with the world's most coveted trophies" and that "we are thrilled to be part of such an iconic event."

????????????Michael Burke????????????????“????????????????”???“????????????????????”?

"League," a game where two teams battle to ultimately destroy one team's nexus, is on the rise due to recent successful game updates. The company just announced it is currently the largest game on the PC platform with a peak of 8 million daily users, making it almost as popular as teen favorite "Fortnite."

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