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Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette Closet Scratch

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Abstract: The paradigm of contemporary fashion design has transcended physical boundaries, venturing into the boundless realm of digital and interactive media. This phenomenon, accelerated by technological advancements and the popularity of virtual metaphors, demands innovative approaches to exploring the aesthetics and functionality of clothing. The digital entertainment landscape in Indonesia has witnessed the massive popularity of online role-playing games (RPGs), where players can build virtual identities, explore complex narratives, and create microeconomic ecosystems. The popularity of this genre highlights the audience's strong desire for immersion and personalization in digital experiences, including character visualization through virtual clothing. However, there is a significant gap in scientific literature examining the integration of traditional clothing design and easily accessible digital creation platforms such as Scratch. This study explores *"Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette.Closet Scratch!"* using the ADDIE framework to examine the integration of a luxury fashion collection themed around the Indonesian royal family into a Scratch-based RPG. Drawing on interviews with five experts in digital fashion, game development, and academia, the findings highlight the importance of character personalization and narrative-driven clothing choices, where each outfit serves as a "narrative key." Despite Scratch's graphical limitations, asset optimization and minimalist design can preserve the sense of luxury, while ethical and sustainability values can be embedded through narrative and remixing features. This research contributes to discussions on fashion design evolution and the role of UGC platforms in digital fashion innovation.

Keywords: Royal Family Member, Role Play Games, Scratch, LuxGold Collection, Lizette Closet.

1. Introduction

The paradigm of contemporary fashion design has transcended physical boundaries, venturing into the boundless realm of digital and interactive media. This phenomenon, accelerated by technological advancements and the popularity of virtual metaphors, demands innovative approaches to exploring the aesthetics and functionality of clothing (King,.2011). The digital entertainment landscape in Indonesia has witnessed the massive popularity of online role-playing games (RPGs), where players can build virtual identities, explore complex narratives, and create microeconomic ecosystems (Pearce, C ,2011). The popularity of this genre highlights the audience's strong desire for immersion and personalization in digital experiences, including character visualization through virtual clothing (Ahn & Kim, 2024). However, there is a significant gap in scientific literature examining the integration of traditional clothing design and easily accessible digital creation platforms such as Scratch (Jacobs & Buechley.,2013).

This research aims to fill this gap through an exploration of "Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette.Closet Scratch!". By adopting the ADDIE methodological framework, this study analyzes the potential and challenges of integrating a luxury clothing collection themed around the Indonesian royal family into a Scratch-based RPG experience. Primary data was collected through in-depth interviews with five expert respondents

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from the digital fashion industry, game development, and academia, identifying strategies to create immersion, overcome technical limitations in visualizing complex clothing, and effectively present a virtual store. Findings indicate that character personalization and narrative-based clothing choices are crucial, where each clothing item can serve as a "narrative key". Despite Scratch's graphical limitations, asset optimization and effective minimalist design can maintain the perception of luxury. Ethical and sustainability considerations can also be integrated through narrative and remixing features. This research contributes to the discourse on the evolution of fashion design and the potential of UGC platforms in digital fashion innovation.

The popularity of this genre in Indonesia specifically highlights the audience's strong desire for immersion and personalization in their digital experiences, including in the visualization of characters through virtual clothing (Hakim, et al 2024). However, despite the surging popularity of RPGs and the virtual fashion ecosystem, there is a significant gap in the scientific literature explicitly examining the integration between traditional clothing design rich in cultural value and easily accessible digital creation platforms like Scratch. Global scientific debates on digital fashion, active in fashion hubs like France through analyses of virtual haute couture (Adeyinka., 2020) , in the United States through the exploration of digital streetwear brands (Haywood., 2020) , in Turkey with a focus on the fusion of traditional motifs and technology (Inayat & Sahar., 2021) , in Germany with an emphasis on sustainability in digital fashion (Wiegand & Wynn 2023) , and in Russia with the exploration of historical narratives in virtual design (Kalytovskyy., 2017) , has not yet fully tapped into the potential of user-generated content (UGC) platforms like Scratch as a medium for the recontextualization of authentic design (Navas & Burrough., 2015). *The Routledge companion to remix studies* (p. 1). New York: Routledge.).

Scratch, a block-based visual programming environment developed by the MIT Media Lab, is a highly relevant platform for this research context due to its unique characteristics in facilitating digital creation (Papadakis et al., 2016). Designed with the philosophy of "low barriers, high ceilings," Scratch enables individuals from diverse backgrounds, including those without formal programming experience, to create interactive projects, animations, stories, and games (Topalli & Cagiltay., 2018). Its intuitive drag-and-drop interface reduces the complexity of code syntax, allowing users to focus on algorithmic logic and conceptual design (Federici, 2011).This ease of accessibility has made Scratch a popular STEAM (Science, Technology, Engineering, Arts, and Mathematics) educational tool worldwide, including in Indonesia, for fostering computational thinking and digital creativity (Turkay, Altay, & Ozdilek, 2021).

In the context of developing role-playing games focused on fashion design, Scratch offers a range of capabilities that support innovative exploration (Chang & Lee., 2023). Users can easily create "sprites" (characters or visual objects) and "costumes" (visual variations for sprites) representing various fashion items (Williams & Taylor., 2022). Through the block-based coding system, designers can program complex interactions between sprites, such as changing clothing, responding to user input (e.g., clicking on a store item), or simulating character movements while wearing specific outfits (Miller & Davis, 2021). The ability to upload custom image assets, including textures and detailed designs, allows designers to integrate visual representations of the "New LuxGold Collection".

Additionally, Scratch's community aspect strongly supports collaboration and project dissemination (Brown & Green, 2024). Projects created in Scratch can be easily shared online, allowing other users to explore, provide feedback, or even remix existing projects. The "backpack" feature enables users to save and reuse assets from different projects, facilitating modularity in design. In the context of the Lizette.Closet virtual store, this feature can be simulated to allow characters in the game to "purchase" and "use" clothing items. The ability to integrate variables and conditional logic also enables designers to build a simple virtual micro-economy system, tracking "money" or 'points' earned in the game to "purchase" items from the collection. The use of Scratch in this research strategically explores the potential of UGC platforms as a laboratory for digital fashion design. Although not designed as a professional game engine, Scratch's simplicity and accessibility make it an ideal tool for rapid prototyping and concept validation. This allows us to test how role-play elements can be applied to luxury fashion collections, explore the representation of natural materials and eco-conscious design principles in a digital format, and analyze aesthetic perceptions and design uniqueness through user interaction. This, Scratch is not just a platform but an experimental medium offering new perspectives on the democratization of fashion design and the potential for cultural interaction in the digital realm.

This gap creates a crucial research opportunity to explore how deep elements of fashion design can be adapted and integrated into a dynamic RPG environment, particularly with regard to the application of digital design techniques relevant to virtual sustainability and ethical consumption. This research aims to fill this gap through an in-depth exploration of "Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette.Closet Scratch!".

Specifically, three main objectives guide this investigation: first, developing a process for applying role-play to the LuxGold collection in Lizette's virtual store. Closet; second, to identify optimal digital rendering and stylistic approaches for representing the luxurious and unique characteristics of the collection within this virtual fashion design context; and third, to analyze the aesthetic outcomes and visual uniqueness of the digitally rendered luxury clothing, considering how this can enrich the role-play experience and perception of digital luxury. Through this research, we contribute to the discourse on the evolution of fashion design, the role of technology in expanding its reach, and the potential for integrating sustainable practices into the virtual realm.

2. Methodology

This study adopts the ADDIE (Analysis, Design, Development, Implementation, Evaluation) methodological framework as a systematic guide for developing and evaluating "Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette.Closet Scratch!" This approach enables structured iteration and continuous feedback, ensuring alignment between fashion design objectives and the capabilities of the digital platform and potential user experience.

2.1 Analysis Phase

In this phase, we identified the project's needs and characteristics. In-depth analysis of virtual fashion design trends, the popularity of RPGs in Indonesia, and the specific features of the Scratch platform were the main focus. Primary data collection was conducted through in-depth interviews with various experts. Interview participants included fashion industry experts, such as digital fashion designers and virtual retail entrepreneurs, game development practitioners, including RPG game design specialists and developers on user-generated content (UGC) platforms, as well as academics specializing in fashion technology, digital art, and STEAM education. The primary data collection instrument was a semi-structured interview.

Examples of questions posed to fashion industry experts included their views on the evolution of traditional fashion design into the digital realm, challenges and opportunities in developing virtual luxury fashion collections for the royal or aristocratic audience segment, the relevance of the concept of “luxury” in digital fashion. For game development practitioners, questions focused on designing immersive role-play experiences on platforms like Scratch, technical and creative limitations in visualizing clothing details, the effectiveness of virtual store presentations like Lizette.Closet on Scratch, and strategies for integrating narrative elements and clothing functionality in Scratch-based RPGs. Meanwhile, academics were asked for their views on the potential of Scratch as a prototyping or concept exploration tool in digital fashion or educational games, relevant theoretical frameworks for analyzing the integration of art and technology, the contribution of this research to understanding user interaction with virtual assets, and the integration of ethics and sustainability in digital product development. After the data was collected, thematic analysis was applied to the interview transcripts. This process involved coding the data to uncover key patterns, challenges, and opportunities related to virtual clothing design, RPG user experience, Scratch technology limitations, and the potential for integrating sustainable practices.

2.2 Design Phase

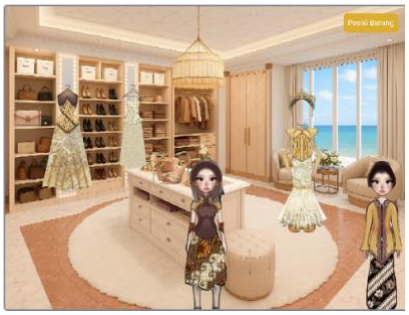
Based on the analysis results, asthis phase involves designing the concept for the game "Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette.Closet Scratch!" as an illustration in Fig. 1. Starting from the opening of Lizette.closet, namely the start button at the beginning of the game, then filled with a greeting from the boutique owner, the Roleplay Game Theme brings game customers to get to know the LuxGold collection, namely the new collection owned by Lizette.closet which presents a collection with gold elements accompanied by Indonesian clothing specially designed for the nobles of the Indonesian kingdom in Indonesia. In Fig. 1, there is an interaction between the boutique owner and the princess customer, namely the customer (you who play the game) there are many collections of LuxGold Collection; LuxGold Kebaya, LuxGold Brown Batik, LuxGold Gold Batik, Imported Bags, Best Craftsman Shoes. LuxGold Kebaya is a luxury dress that is one of the icons of the game and must be purchased with 1 set of Luxgold brown batik. From these games we also learn how to have good ethics between fellow owners and customers. At the end of the game, there is "Do you want to play again?" with a choice of Yes or No We formulated the storyline, main characters, virtual store interaction mechanisms, and visual design specifications for the LuxGold collection, including ecoprint vest elements. Intuitive user interface (UI) and user experience (UX) designs were key considerations.

Fig 1: RolePlay games customer; Indonesian royal family member, lizette.closet presents the Luxgold collection

2.3 Development Phase

The development phase translates the design into a functional product as shown in Fig. 2. We built a game prototype using the Scratch platform, implemented visual assets programmed the store interaction logic (Lizette.Closet), and integrated role-play narrative elements. This process involved the efficient use of Scratch code blocks to create a responsive and engaging experience as presented in Fig. 3.

(a)



(b)

(c)

Fig 2. (a) The earliest stage (start game) ; (b) Collection selection; (LuxGold Kebaya, LuxGold Brown Batik, LuxGold Gold Batik, imported bags, best craftsman shoes) ; (c) Ending games

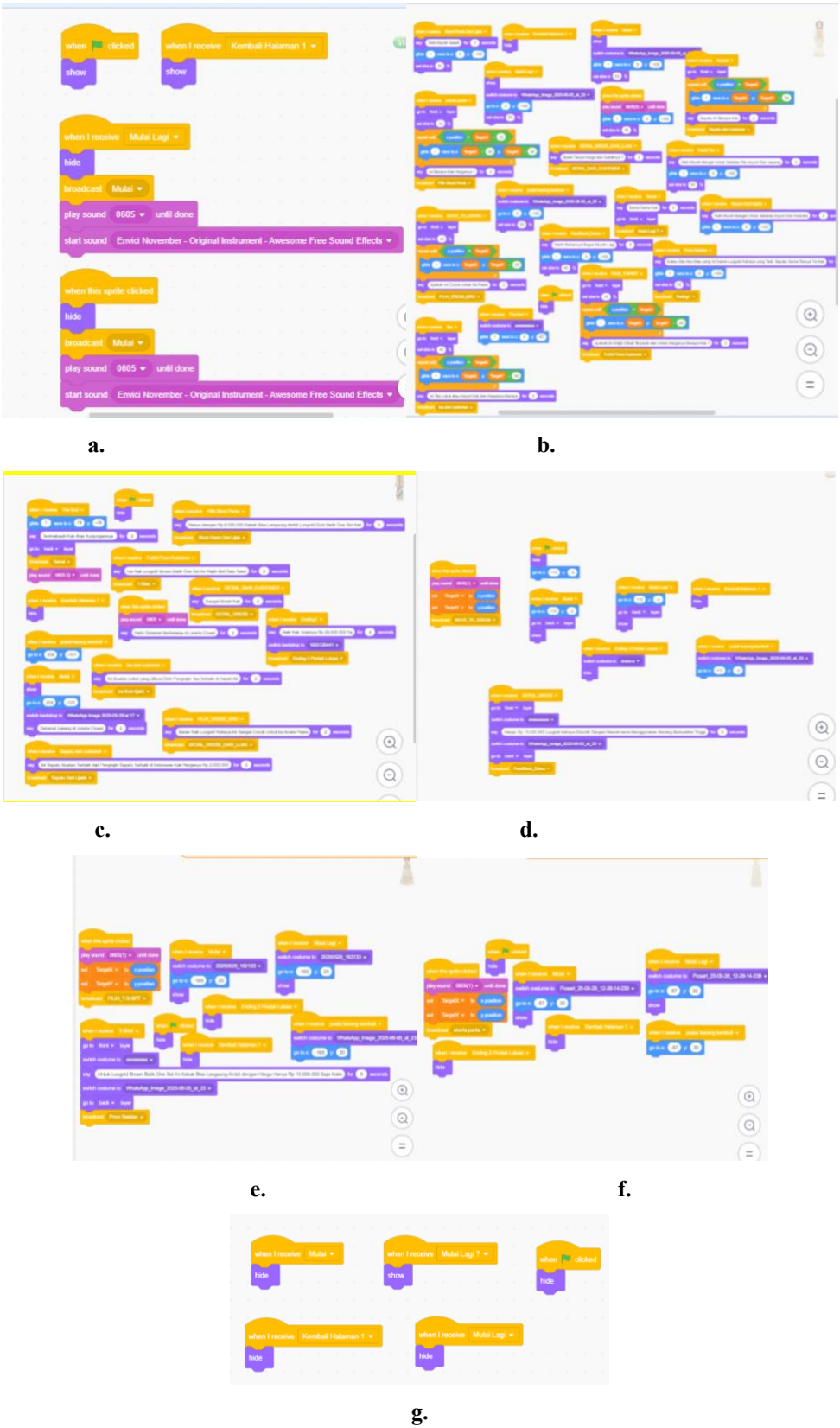


Fig 3. a. Coding start ; b. Coding customer ; c. Coding owner ; d. Coding LuxGold Kebaya ; e. Coding LuxGold Brown Batik ; f. Coding LuxGold Gold Batik ; g. Coding ending

2.4 Implementation Phase

In this phase, we launched a prototype of the game in the Scratch environment. We conducted internal testing to identify bugs or functionality issues. The implementation also included introducing the project to a limited group of users to observe initial interactions and gather direct feedback.

2.5 Evaluation Phase

Evaluation is a crucial phase that takes place formatively throughout the ADDIE process and summatively at the end of the project. We evaluate the effectiveness of the game in achieving the predetermined research objectives. Data collection for evaluation involves both qualitative and quantitative methods. Qualitative data is obtained through observation of user interactions with the game, as well as interviews with selected users regarding their experiences, design aesthetics, and narrative relevance.

Quantitative data may include basic user interaction metrics, such as session duration and the number of clicks on store items. We again use thematic analysis on qualitative data to identify strengths, weaknesses, and areas for improvement in game design. We analyze whether the role-play implementation process was successful, to what extent natural materials were identified and represented, and how the aesthetic results of ecoprint vests were perceived by users. The evaluation results provide recommendations for future iterations and improvements.

Through the systematic and evidence-based application of the ADDIE model, this research aims to produce a comprehensive case study on the integration of luxury fashion design and sustainable practices within an accessible digital role-play game environment, contributing significantly to our understanding of the potential of UGC platforms in fashion innovation.

3. Findings

3.1 Discussion and Implications

This finding underscores that Scratch, despite being a basic platform, has substantial capabilities for developing immersive role-play experiences oriented toward luxury fashion. The success of the “New LuxGold Collection” project at Lizette.Closet will depend heavily on intelligent adaptation to platform limitations, strong narrative design, and creative visualization. Insights from experts confirm the relevance of this research in bridging the gap between culturally rich traditional fashion design and the potential of digital fashion on UGC platforms. This research not only contributes to understanding the interaction between fashion and games but also paves the way for practical applications in creative education and the exploration of virtual identities.

3.2 Content Innovation

Interviews with respondents, particularly P1 (Senior Digital Fashion Designer) and R1 (Game Designer Lead), consistently highlighted character personalization as a key pillar of immersion in role-playing games, even on platforms with limited resources such as Scratch. Respondent P1 emphasized the importance of providing a variety of customization options that are accessible to users. “On platforms like Scratch, where graphical assets may be simplified, providing multiple sprite variations for each clothing item and allowing free combinations will create a strong illusion of personalization, even if the details are not as complex as in professional engines,” explained P1. This insight aligns with research highlighting how avatar personalization enhances user engagement and a sense of ownership in virtual environments.

Regarding the strategy for integrating narrative elements and clothing functionality (Q4), R2 (Creative Developer of the UGC Platform) suggested a “narrative trigger based on clothing choices” approach. "Each clothing item is not just a visual asset but a narrative key that unlocks new role-play dimensions. For example, selecting a specific dress from the ‘New LuxGold Collection’ can unlock a unique story branch or grant access to an exclusive royal event," explains R2. P2 (Fashion Innovation Consultant) added that incorporating rich background narratives for each item, such as “Queen Anjani's Golden Ceremonial Dress inspired by ancient songket motifs,” can enhance immersion depth. This finding is supported by literature on gamification, which shows that strong narratives improve user retention and engagement in point-based systems. Therefore, the development of Lizette.Closet on Scratch will prioritize a narrative architecture that links clothing choices to in-game consequences, enriching the luxurious role-playing experience.

Table 1: Background of research respondents

Respondents	Current Job Position / Main Profession	Main Area of Expertise	Relevant Experience (Example)
P1	Senior Digital Fashion Designer	Virtual Fashion Design, Fashion Technology, Luxury Brands	Over 10 years of experience in the fashion industry, with the past 5 years focused on 3D fashion design and virtual collections for global luxury brands. Involved in developing fashion assets for games and the metaverse.
P2	Fashion Innovation Consultant	Sustainable Fashion Strategy, Trend Forecasting, Fashion	15+ years of experience in the fashion industry, with a focus on blending tradition and innovation. Frequently involved in projects integrating Indonesian cultural heritage into contemporary design. Possesses a deep understanding of the premium apparel market.
R1	Game Designer Lead	RPG Game Design, Digital Interactivity, User Experience (UX)	Over 8 years of experience in game development, leading design teams for several successful RPG titles. Experienced in creating complex character personalization systems and in-game economies, and understands the limitations of casual/UGC game platforms.
R2	Creative Developer for UGC Platforms	Visual Programming (Scratch, Roblox Studio), STEAM Education, Creator Communities	7+ years of experience as a developer and facilitator on user-generated content platforms. Focused on designing accessible interactive experiences that encourage community participation. Possesses a deep technical understanding of Scratch's capabilities and limitations.
A1	Professor of Fashion Technology & New Media	Human-Computer Interaction (HCI), Digital Art, Sustainable Design	Over 20 years of academic and research experience. Extensive publications on the application of technology in art and design, including studies on digital identity, gamification, and the social impact of the metaverse. Actively promotes sustainable approaches in digital design.

3.3 Technological Integration

Respondents identified Scratch's technical and creative limitations as the main challenge in replicating complex clothing details (Q2). A1 (Professor of Fashion Technology & New Media) stated, “Scratch excels in logic and interactivity, but the visual representation of luxurious textures or realistic fabric draping requires compromise. We must focus on the essence of the silhouette and color.” This statement underscores the need for design adaptation across various rendering platforms. P1 added, “The gold and gem details of the ‘LuxGold Collection’ must be visualized through smart color contrasts and precise use of sprite assets, not through complex physical simulations.”. Strategies emerging from the interviews to address these limitations (Q2 & Q3) include:

a) Graphic Asset Optimization: R1 suggests using optimized sprite images created outside of Scratch, ensuring every pixel contributes to the perception of luxury.
b) Effective Minimalist Design: P2 suggests “design that speaks through primary shapes and colors, not micro-details.” This means focusing on iconic silhouettes and the dominant “LuxGold” color palette.
c) Quick Visual Feedback: R2 emphasizes the importance of instant visual response when players try on outfits. “Even without fabric physics simulation, quick transitions between costumes can provide a sense of satisfaction,” says R2.
d) Managing these limitations is crucial to maintaining the “luxurious” perception of the “New LuxGold Collection” at Lizette.Closet, highlighting the importance of a smart design approach in an environment with limited graphical capabilities.

3.4 Organizational Restructuring

Regarding how virtual ‘stores’ such as Lizette.Closet can be effectively presented in Scratch to encourage user interaction and virtual transactions (Q3), respondents highlighted the need for a clear and visually appealing interface. R1 emphasized the importance of “an easy-to-navigate catalog layout, as if users were flipping through a fashion magazine.” This was reinforced by research on virtual e-commerce, which highlights the importance of easy navigation and clear

product information in enhancing digital purchasing decisions. The use of interactive buttons and brief descriptions for each collection item is essential.

The integration of fashion functionality (Q4) and virtual transaction systems (Q3) in Scratch-based RPGs was also discussed. A1 suggested using Scratch variables to track "luxury points" or "royal coins" that players can earn by completing role-play missions or specific challenges. "This micro-economy system not only adds a layer of gameplay but also assigns value to each fashion item in the collection," said A1. This strategy creates a gameplay cycle that motivates users to engage more deeply with the narrative and collection, aligning with game design principles that link actions with virtual rewards.

3.5 Challenges and Opportunities

The question of how ethics and sustainability can be integrated into product development or digital experiences (Q5) sparked deep discussion among respondents. P2 suggested "including a brief narrative about the origins of 'LuxGold' that is virtually responsible, or design inspiration drawn from respected cultural heritage, such as the use of sustainable traditional Indonesian motifs." A1 emphasized the importance of "avoiding representations that lead to excessive consumerism in an educational context, but rather focusing on appreciation of art, craftsmanship, and cultural values." This aligns with studies discussing digital transformation in the fashion industry and sustainability issues.

Some respondents also suggested that this project could indirectly promote critical thinking about the environmental impact of the real fashion industry by emphasizing the imaginative and intangible aspects of digital fashion. The implementation of remixing and sharing features in Scratch can be interpreted as a form of "recycling" or "circular economy" in a digital context, encouraging sustainable creation through the reuse of assets. This opens up opportunities for further study on how games and UGC platforms can serve as a medium for dialogue about ethical consumption in a virtual context.

4. Conclusion

This study successfully explored the potential of "Luxury Roleplay Adventure: Explore the New LuxGold Collection at Lizette.Closet Scratch" as an innovative prototype in the realm of digital fashion. Through the ADDIE framework and interviews with experts, we found that character personalization is central to immersion in fashion RPGs on Scratch. The availability of clothing sprite variations and a narrative system linking clothing choices to the story plot or in-game status can effectively enhance user engagement.

Although Scratch has technical limitations in visualizing complex clothing details, strategies such as optimizing graphic assets and effective minimalist design proved crucial in maintaining the perception of luxury for the "New LuxGold" collection. The Lizette.Closet virtual store can be effectively presented through an easy-to-navigate interface and a "luxury points" system to encourage virtual transactions. Integration of ethics and sustainability is also possible through responsible narratives and promotion of digital asset reuse. This research confirms that Scratch, as a UGC platform, is not only an educational tool but also a significant experimental medium for democratizing fashion design and exploring culturally rich digital identities. The main contribution of this research is bridging the gap between traditional Indonesian fashion design and the accessible virtual fashion ecosystem, paving the way for innovation and education in this field.

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CONFLICT OF INTEREST

The authors declare no conflict of interest.

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