

ALEXA-LENT SL SHOPPING

REPLICA OF BERLIN SHOPPING MALL LAUNCHED WITH STYLISH FASHION SHOW *By BABA COEN*

A FABULOUS fashion show marked the grand opening of the first RL shopping mall in Second Life last week.

ALEXA, a brand new mall in Berlin, has been recreated in-world in the virtual recreation of the German capital, newBERLIN. It is not just a replica building, but actually houses many of the RL shops as well.

FREEBIES

Brands including Nici, Eyecatcher, Fast Forward, X-IT, mobilcom, Bodycheck, Lzwo, Doorbreaker and fast food chain Subway have all established virtual representations of their shops in the

RL ALEXA, where residents can pick up 3D versions of some of their products as well as lots of freebies.

And for those who may be vis-

iting Berlin in the near future, you can even find the RL offices of the SL agency behind the project, YOUseeMEin3D, in the RL Alexa building.

