

Posh Multiverse Makes History as the First Avatar to Collaborate with the WNBA and Chicago Sky

WNBA and Chicago Sky fans experience a first-of-its-kind phygital activation, digital and physical fandom through in-arena activations and phygital apparel.



Los Angeles, California Sep 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - Posh Multiverse has become the first avatar in history to officially collaborate with the WNBA and the Chicago Sky, marking a milestone in professional sports and digital engagement.

The debut features Posh Multiverse on the Wintrust Arena Jumbotron, styled in two signature looks - the Limitless jacket and the Vintage Chicago Sky hoodie worn digitally by the avatar. At the same time, creator RJ White will wear the physical versions of these pieces inside the arena, uniting digital and physical fandom through a single phygital expression.

This collaboration expands fan experiences by combining avatar-created content, arena activations, and merchandise. Fans will see Posh Multiverse featured on the Jumbotron.

“Appearing on the Jumbotron as the first avatar to collaborate with the WNBA and Chicago Sky is an incredible honor,” said RJ White, creator of Posh Multiverse. “With Posh in the Limitless jacket and vintage hoodie digitally, and me wearing them physically in the arena, we’re showing fans the future of sports and digital fashion combine.

For media inquiries, interview requests, and access to assets, please contact:

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About Posh Multiverse

Posh Multiverse is the first avatar in history to be signed by a professional modeling agency, she is a digital avatar created to pioneer new forms of sports, technology, and entertainment engagement. Through historic collaborations and innovative activations, Posh delivers experiences that connect digital, fashion and real-fan engagement.

About RJ White

RJ White is the creator of Posh Multiverse and represents the physical side of the collaboration, wearing the Limitless jacket and vintage hoodie in arena activations to mirror Posh's digital presence.

About the Chicago Sky

The Chicago Sky is a professional women's basketball team based in Chicago, Illinois, and a member of the Women's National Basketball Association (WNBA). The team is committed to excellence on the court and inspiring fans through community impact.

About the WNBA

The Women's National Basketball Association (WNBA), founded in 1996, is the premier professional women's basketball league in the United States.



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