video game minimap

Experience Report

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2026-09-30

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Dress To Impress ⭐

PLATFORMS	Roblox
ROBLOX MATURITY	Minimal

Researched report · primary sources · Analysis date: 2026-09-30

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> Dress To Impress is a free game on Roblox where a child dresses up a character to match a theme, then other players rate the outfit. There is no ending, the game keeps adding new themes and clothing so a child can play the same short round over and over. Because the fun depends on other players seeing and judging the outfit, a child will usually be in a room with strangers unless a parent sets up a private room.

Researched report compiled on 2026-09-30 from approved primary sources. Every citation was checked against the approved-domain list after research and anything outside it was discarded. Game content and policies change; verify anything decisive on the publisher's own pages.

The Breakdown

Roblox's maturity label first, then the six areas – a topline, then the detail behind it.

RATING

Roblox Maturity Label

Topline: Roblox labels this experience Minimal: it may contain occasional mild violence, light unrealistic blood and occasional mild fear. Playable on every Roblox account type, including Roblox Kids (ages 5 to 8). This is Roblox's own label, not an ESRB rating; it describes this specific experience, not the Roblox app.

HOW IT PLAYS

What They Actually Do

Topline: Your child picks an outfit to match a theme, walks a virtual runway, and gets rated by other players, all in under five minutes per round, then does it again with a new theme.

CONFIRMED FINDINGS

- **What Your Child Actually Does** Each round gives a theme, and your child picks clothes, makeup, and accessories from a big closet to match it, then shows the look on a runway. Other players then rate the outfit out of five stars, and the cycle repeats with a new theme.
- **Play Type** Infinite. This is a game that is never finished and keeps adding things to do (players call this live-service). The creator keeps adding new item collections, seasonal outfits, and special events, so there is no ending to reach, only new rounds and new looks to chase.
- **How Hard It Is to Stop** One round takes just under five minutes from picking an outfit to being rated. We could not confirm what a child loses by leaving mid-round, so we rate stopping difficulty as Low to Medium based on the short round length, but flag this as unconfirmed for penalties.
- **Progression Speed / Campaign Length** Not applicable in the normal sense. There is no story to finish. Players unlock more clothing options as they move up in rank, but no official source gives an hours-to-max estimate.

WHAT PULLS THEM BACK

- The base game's own listing and badges show no daily reward, streak, or timer, none found in the creator's listing or badges. However, news coverage confirms the creator regularly runs short-term collaborations tied to real celebrities, with items only available for about a week before they disappear.
- One confirmed example is a themed event tied to a pop star that ran for about one week in August 2025, with matching items available only during that window.

WHAT MAKES IT FUN

- The core appeal is creative self-expression, picking and mixing clothes to build a look, combined with real-time social feedback from other players in chat.

- A ranked competitive mode called Style Showdown lets players vote on the next round's theme every four rounds, adding a light social voting layer on top of the dress-up loop.

IN THE CREATOR'S OWN WORDS

The creator's listing and its 4 badges mention no daily reward, streak, timer or limited-time event as of 2026-09-30.

WHY IT MATTERS

This game is built around short, repeatable rounds rather than a long story, so a single sitting can be brief, but the constant stream of new limited-time outfits and celebrity collaboration events is designed to bring your child back again and again to avoid missing something that will not return. Because there is no ending, the natural stopping point is whatever round your child is in, not a finish line, so you may need to set your own limits rather than relying on the game to provide one.

PARENT OR CAREGIVER GUIDANCE

- Agree on a number of rounds or a time limit before your child starts playing, since each round is short but the game never naturally ends.
- Ask your child to show you a themed event before it disappears, since these limited-time items create urgency to keep opening the game.
- Watch for social pressure from the rating chat, since being rated poorly in front of other players can feel embarrassing to a child.
- Check the Servers tab on the official page to see if a private, friends-only server is a calmer option for your child.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress | Play on Roblox
Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
https://www.roblox.com/games/15101393044/Dress-To-Impress

2. **GameSpot** – Dress To Impress Codes April 2026 For Free Outfits And Accessories
Published: 2026-04-23 · Updated: Not listed · Accessed: 2026-09-30
https://www.gamespot.com/articles/dress-to-impress-codes/1100-6533105/

3. **GameSpot** – How To Play The Dress To Impress Lady Gaga Event
Published: 2025-08-20 · Updated: Not listed · Accessed: 2026-09-30
https://www.gamespot.com/articles/how-to-play-the-dress-to-impress-lady-gaga-event/1100-6534112/

4. **ESRB** – Level Up with ESRB: Talkin' Ratings - Roblox and Diverse Content
Published: 2026-03-11 · Updated: Not listed · Accessed: 2026-09-30
https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/

INFORMATION GAPS

- No official source confirms what, if anything, a child loses by leaving a round early.
- No official source gives an hours-to-max-rank estimate for progression.
- It is not confirmed whether the in-game currency sold as Money Tier products can also be earned for free through play.

WHAT IT COSTS

What It Costs

Topline: Dress To Impress is free to join, but it sells 14 one-time passes and 92 repeat purchases priced from about $0.01 to $56, and paying for exclusive clothes can give a child a real edge in the outfit contests the game is built around.

CONFIRMED FINDINGS

- **How Much Paying Matters** Advantage. The contests are judged on outfits, and real money buys clothes and makeup tools other players cannot earn, such as the VIP Pass (799 Robux, about $9.97) that unlocks a VIP Room of exclusive items, the Custom Makeup pass (349 Robux, about $4.35) for personalized looks, and outfit sets like Queen Of Hearts (399 Robux) and Moonlight Butterfly (379 Robux) that only paying players can wear.
- **Earned by Playing** Not confirmed. The creator's listing and its badges do not say whether a child can earn a free in-game currency just by playing rounds, so it is not known whether the paid Money Tier and x2 Money items have a free equivalent.
- **Bought With Real Money** Skips time, the x2 Money pass doubles how fast the sold currency builds up. Looks only, sets like Sweet Berry, Denim, Rich Girl, French Luxury, Moongazer, and Haunting Beauty are outfits with no other function. Power or an edge, the VIP Room and Custom Makeup passes give exclusive contest looks free players cannot get. Random result, nothing found; no randomized purchases appear in the store list.
- **Uses Urgency and Pressure** No confirmed daily login streak or countdown timer appears in the creator's listing or badges. The listing does advertise 'NEW ITEMS!' periodically, which works like a limited-time shop and can pull a child back to check what is new.
- **Uses Loot Boxes** No. None of the 14 passes or 92 store items are described as randomized; every item's contents are named up front, so there is no paid item where a child does not know what they will get.
- **Monetization Summary** Paying is not strictly required to play, but because the game is a peer-judged fashion contest, buying exclusive clothes and makeup tools gives a paying child a real edge over one who only uses free items. There are no random-chance purchases, so the concern here is the pay-for-advantage shape of the store, not gambling-style mechanics.
- **Complaints & Regulatory Actions** No FTC action, state attorney general lawsuit, or class action naming Dress To Impress or Dress To Impress Group specifically was found in this search. At the platform level, a coalition including EPIC has asked the FTC to investigate Roblox because it offers a currency system that makes it easy for kids to spend large amounts of real money, and Nebraska's Attorney General has sued Roblox Corporation partly over offering and selling online currency called “Robux,” subscriptions, other services, and physical game-related toys to Nebraska consumers, though neither action names this experience by itself.

WHAT IT SELLS

14 one-off passes and 92 repeatable purchases, priced from 1 to 4500 Robux (about $0.01 to $56.14).

Roblox's own store list, checked 2026-09-30.

No purchase in the store list is described as random.

ITEM	PRICE	TYPE
VIP Pass	799 Robux (about $9.97)	One-off
Queen Of Hearts	399 Robux (about $4.98)	One-off
x2 Money	399 Robux (about $4.98)	One-off
Moonlight Butterfly	379 Robux (about $4.73)	One-off
Custom Makeup	349 Robux (about $4.35)	One-off
Sweet Berry Set	349 Robux (about $4.35)	One-off
Materials+	299 Robux (about $3.73)	One-off
Moongazer Set	299 Robux (about $3.73)	One-off
Denim Set	299 Robux (about $3.73)	One-off
Rich Girl Set	299 Robux (about $3.73)	One-off
French Luxury Set	279 Robux (about $3.48)	One-off
Haunting Beauty	259 Robux (about $3.23)	One-off
Money Tier 5	4500 Robux (about $56.14)	Repeatable
Seasonal Tier 5	4500 Robux (about $56.14)	Repeatable
Seasonal Tier 5 Prop	4500 Robux (about $56.14)	Repeatable
VIP Permanent Gifting Prop (x5)	3995 Robux (about $49.84)	Repeatable
VIP Permanent Gifting Prop (x3)	2397 Robux (about $29.90)	Repeatable
Queen Of Hearts Gifting Prop (x5)	1995 Robux (about $24.89)	Repeatable
x2 Money Gifting Prop (x5)	1995 Robux (about $24.89)	Repeatable
Custom Makeup Gifting Prop (x5)	1745 Robux (about $21.77)	Repeatable

Dollar figures are approximate. Roblox sells Robux in packs; the smallest is 400 Robux for $4.99 as of 2026-09-30, larger packs cost a little less per Robux, Premium members get extra, and Roblox can change these prices at any time. Check the price in Roblox before deciding anything on a dollar figure. Showing the randomized and most expensive items.

WHY IT MATTERS

Because winners in this game are chosen by how good an outfit looks to other players, paying for exclusive clothes is not just a cosmetic nicety, it can help a child actually win more often than a child who never pays. There is no gambling-style randomness here, which is a real plus, but a parent should know the store's top items go up to about $56 and are built to give a lasting look advantage rather than just save time.

PARENT OR CAREGIVER GUIDANCE

- Agree on a spending limit before your child opens the store, since prices run from pennies up to about $56 per item.
- Ask your child to show you the VIP Room and Custom Makeup features so you can see exactly what paying unlocks in the contests.
- Check the Servers tab on the experience page if you want a friends-only private server, since pricing for that is not listed in the store data.
- Periodically check purchase history together, since Roblox's own settlements with states like Alabama and Nevada were prompted partly by concerns over how easily children can spend on virtual currency.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress | Play on Roblox
   Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
   https://www.roblox.com/games/15101393044/Dress-To-Impress

2. **CBS News Atlanta** – Roblox faces renewed scrutiny as child safety advocates urge FTC investigation
   Published: 2026-05-21 · Updated: Not listed · Accessed: 2026-09-30
   https://www.cbsnews.com/atlanta/news/roblox-faces-renewed-scrutiny-as-child-safety-advocates-urge-ftc-investigation/

3. **EPIC** – EPIC, Coalition Call on FTC to Investigate Roblox's Manipulative Design Harms
   Published: 2026-05-20 · Updated: Not listed · Accessed: 2026-09-30
   https://epic.org/epic-coalition-call-on-ftc-to-investigate-robloxs-manipulative-design-harms/

4. **Nebraska Attorney General** – Nebraska v. Roblox Corporation, Complaint
   Published: Not listed · Updated: Not listed · Accessed: 2026-09-30
   https://ago.nebraska.gov/sites/default/files/doc/Nebraska%20Roblox%20Complaint.pdf

5. **NBC News** – Alabama and West Virginia reach settlements with Roblox over child safety
   Published: 2026-04-21 · Updated: Not listed · Accessed: 2026-09-30
   https://www.nbcnews.com/tech/tech-news/roblox-alabama-settlement-attorney-general-rcna341128

6. **Federal Trade Commission** – Roblox | Federal Trade Commission (FOIA records)
   Published: Not listed · Updated: 2026-03-04 · Accessed: 2026-09-30
   https://www.ftc.gov/legal-library/browse/frequently-requested-foia-records/roblox

INFORMATION GAPS

- Whether the game hands out a free in-game currency or points just for playing rounds, and what that currency can buy, is not stated in the creator's listing or badges.
- How long a single outfit contest round actually takes, and what a child loses by leaving mid-round, could not be confirmed from official sources or a citable community report.
- How aggressively the periodic 'NEW ITEMS' announcements are pushed to players, and whether they use countdown timers, was not confirmed.

WHO THEY MEET

Who They Meet

Topline: Players share a public room with up to 13 strangers and use text chat to vote on outfits, so a child is very likely to interact with people they do not know unless a parent sets up a friends-only room.

CONFIRMED FINDINGS

SOCIAL & CHAT RISKS

- Text chat is on by default and players use it to comment on each other's outfits, so a child in a public room of up to 13 people will be seen and judged by strangers.
- The game rating board flagged this exact experience with a 'Users Interact' warning, which means the makers themselves confirm that talking to other players, including strangers, is a normal part of play here.
- Voting and commenting on outfits requires other players to be present, so a child usually cannot finish a full round without strangers judging their look in chat.

TRADING & ITEM SCAMS

- The store data shows no player-to-player trading of clothes or items in this experience, so trading is not a core feature here.
- A fan-run Roblox group using a name very close to the official one asks players to join and then click a link to claim a reward, which is the kind of copy-cat pattern that can trick a child into leaving the real experience.

OFF-PLATFORM PULL

- The official experience page links out to the developer's own Roblox community group, which is a normal and expected link, not a third-party site.
- No official push to Discord, YouTube, or TikTok was found in the experience's own listing or badges.
- An unofficial 'rewards' group with over 12,000 members asks players to join and click to claim something, which is the kind of off-site lure a parent should watch for even though it is not run by the real developer.

PLAYING WITH FRIENDS VS STRANGERS

- Roblox lists more than 10 private servers running for this experience right now, so a child can play with only friends if a parent sets this up.
- The cost of a private server for this specific experience is not listed in the data, so a parent should check the Servers tab on the experience page before assuming it is free.
- The main activity, dressing up and being voted on, is designed around a shared room, so playing entirely alone defeats the point of the game unless a parent fills a private server with known friends.

PRIVATE SERVERS

Roblox listed more than 10 private servers running for this experience when we checked, so a friends-only way to play exists. The price is on the experience page under the Servers tab. 2026-09-30

WHY IT MATTERS

This game puts a child's outfit choices in front of up to 13 real people at once, and those people comment on it in a chat window. Most of the time this is harmless fun, like the supportive and silly comments described by a rating board reviewer who played it with his own family. But because talking to strangers is built into the core

loop, not an optional side feature, a parent cannot simply turn off chat without changing how the game is played. There is also a look-alike group outside the real developer's control that asks players to click and claim rewards, a pattern that mirrors many off-platform scam setups. A private, friends-only room removes almost all of this risk, but a parent needs to check its price and set it up in advance rather than assuming the default public room is safe.

PARENT OR CAREGIVER GUIDANCE

- Set up a private server with your child's real-life friends before they play, and check its price on the Servers tab first.
- Turn on Roblox's chat and privacy settings so your child can only talk to people on their friends list, not everyone in the public room.
- Tell your child never to join outside groups, including ones that look official, that ask them to click a link to claim a reward.
- Sit with your child for one full round so you can see what the in-game chat looks like and how other players comment on outfits.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress | Play on Roblox
Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
https://www.roblox.com/games/15101393044/Dress-To-Impress

2. **ESRB** – Level Up with ESRB: Talkin' Ratings - Roblox and Diverse Content
Published: Not listed · Updated: 2026-03-11 · Accessed: 2026-09-30
https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/

3. **Roblox** – DRESS TO IMPRESS REWARDS community page
Published: Not listed · Updated: Not listed · Accessed: 2026-09-30
https://www.roblox.com/communities/34468153/DRESS-TO-IMPRESS-REWARDS

INFORMATION GAPS

- Whether the experience has ever had a documented, widely reported scam or predator incident specific to it, rather than to Roblox generally, was not found.
- The exact price of a private server for this experience was not listed in the data available.
- Whether voice chat, not just text chat, is enabled in this experience was not confirmed.

YOUR SETTINGS

What You Can Control

Topline: Because this experience carries Roblox's lowest content label, almost every Roblox account type can open it, so the real safety work falls on chat, spending, and screen time settings, not on age gates.

CONFIRMED FINDINGS

- **What the Label Gates** A Minimal label means Roblox Kids (ages 5 to 8), Roblox Select (ages 9 to 15), and full Roblox accounts (16 and up) can all open this experience by default; a parent can still block it one by one for their child even though the label allows it.

ROBLOX SETTINGS THAT COVER THIS

- Turn on spending limits and purchase approval first, since this experience sells items up to 4500 Robux (about $56.14, price can change); this matters here because there is no age gate to fall back on.
- Check chat settings (Experience Chat and Direct Chat toggles), since players can talk to strangers on the runway and in the dressing room while playing.
- Use the specific game block in Parental Controls if you decide this experience is not right for your child, since the Minimal label alone will not stop it from showing up in their catalog.
- The content maturity slider itself will not help here, because this experience is already at the lowest setting the slider offers.

WHAT SITS OUTSIDE YOUR CONTROLS

- Opening Roblox through a web browser link, called the web player, uses the same login and the same account settings as the app, so it does not remove Roblox's own chat or spending controls, but it can slip past a phone's app-only Screen Time limit if that limit only blocks the Roblox app icon.
- Your child could open this experience on a friend's Roblox account or device, where none of the spending limits, chat settings, or blocks you set on your child's own account apply.
- The developer runs a linked Roblox community group with about ten million members where outfit trends and updates are discussed outside the experience itself, and Roblox's own moderation tools do not reach conversations that happen there.
- More than 10 private, friends-only servers exist for this experience; joining one through a shared link can happen outside a parent's view even if public-server settings are locked down.
- **Second Rating** This experience is not sold as its own app in the Apple App Store or Google Play as far as official sources show; it only exists inside the Roblox app or Roblox website, so there is no second age rating to compare.

CONTROLS ON YOUR PLATFORM

These settings belong to the console or store rather than to the game, so they apply to everything your child plays on it – and they are set outside the game, not in it.

Roblox Roblox Parental Controls (linked parent account)
Every setting that matters is on the parent's linked account, not the child's device, and none of them reach the parts of an experience its creator built themselves – in-game trading, in-game chat features, and off-Roblox communities are outside all of these.
10 controls, where to set them, and what is not covered ˅

WHY IT MATTERS

Because Roblox marks this experience as its mildest content level, it will not be blocked by any age filter, so a very young child can open it the moment they have a Roblox account. That means the settings that actually matter here are the ones about money and talking to other players, not the ones about age or violence. A parent who only checks the content rating and stops there is missing the two things that can actually cost a child money or expose them to strangers: unrestricted spending and open chat.

PARENT OR CAREGIVER GUIDANCE

- Turn on purchase approval or a spending limit in Parental Controls before your child plays, since this experience has 92 repeat purchases up to about $56.14.
- Review and, if needed, turn off Experience Chat and Direct Chat for this specific experience so your child cannot freely message strangers on the runway.
- If you decide this experience is not appropriate despite its Minimal label, use the individual game block rather than relying on the content maturity slider.
- Ask whether your child has friends who let them play on their account or device, since your settings do not travel with the child, only with the account.
- Ask your child if they use the linked Discord or community group for this experience, since chat and trading talk there are not covered by Roblox's own tools.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress | Play on Roblox
Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
https://www.roblox.com/games/15101393044/Dress-To-Impress

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https://create.roblox.com/docs/production/promotion/content-maturity

3. **Roblox Support** – Parental Controls Overview
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https://en.help.roblox.com/hc/en-us/articles/30428310121620-Parental-Controls-Overview

4. **Roblox** – Introducing Roblox Kids and Select Accounts and Expanded Parental Controls for Users Under 16
Published: 2026-04-13 · Updated: Not listed · Accessed: 2026-09-30
https://about.roblox.com/newsroom/2026/04/introducing-roblox-kids-and-select-accounts

5. **Roblox** – What Families Need to Know About Roblox's New Age-Based Protections
Published: 2026-05-20 · Updated: Not listed · Accessed: 2026-09-30
https://about.roblox.com/newsroom/2026/05/what-families-should-know-roblox-kids-select

INFORMATION GAPS

- Whether the web based Discord or community group for Dress To Impress hosts real-money trading or off-platform sales of in-game items could not be confirmed from official sources.
- The exact price of a private server for this experience is not listed in Roblox's public data; a parent must check the Servers tab directly.
- Whether Roblox's Trade Quality Filter or any trading safeguard applies to any player-to-player exchange inside this specific experience could not be confirmed, since no official listing describes an item-trading feature for Dress To Impress.

WHO IS MINDING THE ROOM

Who Made This

Topline: This game is made by a single Roblox creator group with a large following and a long track record, not a big traditional game company. The group keeps the game updated often and Roblox has verified it, but there is little outside reporting on how the group itself handles safety.

CONFIRMED FINDINGS

CREATOR

- Dress To Impress Group, a Roblox community (Group) rather than a single person. Roblox shows a verified badge for this creator.
- The group is owned by an account called Gigi_DTI and the community itself has over ten million members on Roblox, which is a very large following for a Roblox creator.
- The experience has existed since October 2023, and the creator pushed an update as recently as 2026-09-29, which is a strong sign of active, ongoing management rather than an abandoned project.
- With over 11 billion total visits and about 60,000 players active right now, this is one of the largest experiences on Roblox, run by an experienced, long-standing, verified studio, not a brand-new or unverified individual.

TRACK RECORD

- The game has been popular enough to attract paid collaborations with famous musicians, including a themed collaboration tied to Charli XCX's 2023 album launch and a more recent collaboration with Lady Gaga.
- News coverage of the game itself is mostly positive or neutral, describing it as a wildly popular dress-up and fashion-show game rather than flagging safety problems specific to this creator.
- A 2025 lawsuit filed by the Louisiana Attorney General accuses Roblox the platform, not this specific creator or game, of failing to protect children from predators and harmful content. This is a platform-wide legal action, and no source found ties it to a specific incident inside Dress To Impress.
- Nothing found on approved sources describing a public statement by the Dress To Impress Group itself about its own moderation practices, separate from Roblox's platform-wide safety tools.

CREATOR FACTS

Creator	Dress To Impress Group (a group or studio)	Roblox verified badge	Yes
Running since	2023-10-18 (3 years)	Last updated by creator	2026-09-29 (1 days ago)
Total visits	11,074,142,892	Playing when we looked	59,988
Players per server	13		

From Roblox's experience record, 2026-09-30. A verified badge means Roblox confirmed the account's identity; it is not a safety rating.

WHY IT MATTERS

Knowing who runs a game helps you judge how reliable it is likely to be. This game is made by one long-running, verified Roblox creator group with millions of followers and frequent updates, which is a good sign compared to a brand-new, unverified creator. But the deeper safety concerns you may have heard about, like the Louisiana lawsuit against Roblox, are about the Roblox platform as a whole, not proof that this specific game's creator has done anything wrong or right on moderation.

PARENT OR CAREGIVER GUIDANCE

- Treat this as a well-established, actively maintained game, but remember that platform-wide Roblox safety rules, not this creator's own promises, are what actually govern chat and stranger contact.
- Use Roblox's own parental controls and chat settings for your child's account, since the creator has not published its own separate moderation policy that you can check.
- If your child mentions a collaboration with a celebrity or a new themed event, know this is a normal part of how this creator keeps the game popular, not a sign of any safety change.
- Because this creator runs only this one well-known experience as far as we could confirm, you will not find a track record from other games by the same group to compare against.

IN THE NEWS

Checked PBS, NPR, NBC News, CBS News for coverage since 2024-09-30. Nothing notable turned up.

EVIDENCE AND SOURCES

1. **Roblox** – Dress To Impress | Play on Roblox
Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
https://www.roblox.com/games/15101393044/Dress-To-Impress

2. **Roblox** – Dress To Impress Group - Roblox
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4. **GameSpot** – Roblox Responds To Louisiana Lawsuit And 'Erroneous Claims' Of Child Endangerment Amid Mounting Pressure
Published: 2025-08-19 · Updated: 2025-08-19 · Accessed: 2026-09-30
https://www.gamespot.com/articles/roblox-lawsuit-louisiana-statement-children-safety/1100-6534061/

INFORMATION GAPS

- Whether Dress To Impress Group has made or maintains any other Roblox experience besides this one.
- Any specific, documented safety or moderation incident that happened inside Dress To Impress itself, as opposed to Roblox the platform in general.
- Any public statement from Dress To Impress Group, as opposed to Roblox corporate, about how it moderates chat, images, or user conduct inside this specific experience.

PLAYING TOGETHER

Playing Together

Topline: This game is about picking clothes to match a theme, then having other players rate your look. A parent can play a themed dress up round together and talk about the voting and the chat comments.

CONFIRMED FINDINGS

POSITIVE FEATURES

- Kids practice picking colors, patterns, and accessories that go together to match a spoken theme, which builds an eye for design.
- Players must finish their outfit before a timer runs out, so the game builds quick decision making under light pressure.
- Because other real people vote on your look and comment in the chat, kids get practice giving and taking feedback about their choices in front of peers.

MECHANICALLY-FOCUSED CONVERSATION STARTERS

- "What was the theme this round?" (Context: each round gives everyone a written prompt, like a decade or a mood, and you build an outfit to match it before time runs out).
- "Were you playing Style Showdown?" (Context: this is a special hosted mode where players vote on the next theme every four rounds, so the game keeps changing what it asks for).
- "Did you make it into the top three?" (Context: after each round the other players in your room rate your outfit out of five stars, and the highest scores win that round).
- "Did anyone say something unkind about your outfit in the chat?" (Context: while everyone is voting, players can also type live comments about each other's looks, and these are not always kind).

REAL-LIFE ACTIVITIES WITH THE SAME APPEAL

- Hold a free at-home themed dress up night, pick one word like 'beach' or 'space' and have everyone build an outfit from clothes already in the house, then vote as a family for the best match.
- Play the card game Apples to Apples Junior together, since one player judges which card best matches a prompt, which echoes how Dress To Impress has other players vote on the best match to a theme.
- Take a trip to a local thrift store or costume shop to hunt for pieces for a themed outfit, which echoes the game's hunt through a big closet of clothing options.

CAN YOU CO-OP?

- There is no split screen on one console, this is an online only game played on phones, tablets, or computers.
- Up to 13 players share the same room at once, so a parent and child can open the game on separate devices and join the same room together to dress up side by side.
- Roblox lists more than 10 private, friends-only rooms for this game right now, so a family can likely rent one so only invited people join, check the Servers tab on the game page for the current price.
- Players who are not in a round yet can watch, or spectate, other players' turns on the runway while waiting for their own turn.

SIMILAR GAMES / SURROUNDING MEDIA

- Fashion Famous is a very similar Roblox dress up and voting game and can be used to compare how different creators run the same idea.

- No official book, comic, or show tied to this game's story was found, it exists only inside Roblox.

WHY IT MATTERS

This game is really a dress up contest where your child builds an outfit to match a prompt, then strangers rate it and comment on it in a chat window, all within a few minutes. That mix of creativity, a countdown timer, and public judging is exactly what makes it fun for kids and exactly where a parent's calm interest is most useful, especially around how the chat comments make them feel.

PARENT OR CAREGIVER GUIDANCE

- Ask to watch one full round together so you understand the theme, the timer, and the voting before you talk about it.
- Bring up the chat comments directly and ask how it feels when a stranger rates an outfit low or writes something unkind.
- If you want a shared, more private space, check the Servers tab on the game's Roblox page for a friends-only room and its price before joining.
- Try the free at-home dress up night or the Apples to Apples Junior card game as a lower-pressure version of the same judging idea.

EVIDENCE AND SOURCES

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   Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
   https://www.roblox.com/games/15101393044/Dress-To-Impress

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INFORMATION GAPS

- No independent report was found on the typical real-world length of a full match or Style Showdown session from start to finish.
- No source confirmed what a player actually loses, if anything, by leaving a round early once judging has started.
- No confirmation was found on how strongly kids feel pushed to keep opening the game daily to keep up with new items or events.
- It is not confirmed whether the in-game currency used for the Money and Seasonal purchase tiers can also be earned just by playing, without paying.

Practical Recommendations

Realistic actions to support informed, age appropriate gaming boundaries.

- Turn on Roblox's spending limit and purchase approval settings so your child cannot buy items without you knowing.
- Check and adjust Roblox's chat settings (Experience Chat and Direct Chat) to control who your child can talk to while playing.
- Set up a private, friends-only server for this game if you want your child to play only with people you both know.
- Use Roblox's Parental Controls to block this specific game if you decide it is not right for your child, since the game's own content label will not stop it from appearing.
- Talk with your child about the unofficial 'rewards' groups and links before they run into one, so they know not to click.
- Check settings on any other devices or accounts your child might use, since your rules on their main account will not follow them there.

Complete Source List

Sources used across the report, with access dates and direct links.

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   Published: Not listed · Updated: 2026-09-29 · Accessed: 2026-09-30
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   https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/
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