

APPAREL AND ACCESSORIES

Michael Kors creates virtual sunglass trial using Snapchat lens

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Michael Kors' Kendall II sunglasses

By STAFF REPORTS

U.S. fashion label Michael Kors is allowing consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens.

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Using Snapchat as a virtual mirror, consumers are able to try on three colors of the Kendall II style. Luxury has incorporated Snapchat into its marketing efforts to show candid behind-the-scenes footage of brand happenings, but promoted interactions on the social channel may resonate better with its millennial and Generation Z user base ([see story](#)).

Snappin' sunnies

Michael Kors created the Snapchat filter to coincide with celebrations for National Sunglasses Day June 27.

With the Michael Kors sponsored lens on Snapchat, consumers are able to take a selfie of themselves wearing all three colors of the Kendall II, a circular-shaped, mirrored sunglasses style.

Each color brings a different experience, allowing the user to capture the look that best suits her personality and style.



Michael Kors' Kendall II shades, as seen on Facebook

When the pink shades are "tried on" the unique special effects transports the user to a sunny beach, reflected in the lenses, with a pinkish hue and seagull noises.

For the silver pair, the user is shown paparazzi and flashbulbs in the sunglasses' reflection. This option includes the sounds of cameras snapping pictures and bursts of light.

Lastly, consumers can use Snapchat to virtually try-on the Kendall II sunglasses in blue. When this pair is worn, the consumer sees the reflection of the New York cityscape along with traffic noises.

While there is no ecommerce connection for the effort, Michael Kors' logo is embedded in the corner of each photo taken along with "Nat'l Sunglasses Day" and the date.

Michael Kors is also running a 25 percent off promotion for its sunglasses on June 27 only. The Kendall II sunglass style, available in pink, silver, blue and gold, retails for \$149.

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