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Eastern European luxury consumers can now view ecommerce products in 3D

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Cappasity's 3D rendering

By DANNY PARISI

Russian department store TSUM is letting consumers view online products in 3D before they buy.

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Thanks to a partnership with technology firm Cappasity, the luxury retailer's Eastern Europe shoppers are now able to view online products in 360 degrees. Luxury is especially amenable to this technology as it is an industry where consumers want to know the product they are getting is up to snuff before they purchase it.

"What our product is is a cloud platform for online retailers to create 3D images of their products very quickly and easily," said Marianna Alshina, co-founder and business development at **Cappasity**, Santa Clara, California.

"Conversion with 3D images goes up anywhere from 10 to 30 percent but they weren't easy to create, so we saw a niche and we took advantage of it."

3D rendering

TSUM is the largest luxury department store in Eastern Europe, carrying a large number of brands such as Dolce & Gabbana, Valentino, Cline, Ralph Lauren, Alexander McQueen, Brioni, Loro Piana, Chopard, Rolex, Graff, Garrard and Patek Philippe.

The company also operates a popular ecommerce site where large portions of Eastern Europe gets their luxury goods.

With ecommerce being so popular, it is important for the store to offer its customers the most comprehensive information about the products they are purchasing before they check out.



Online customers can rotate products in 3D

To this end, TSUM has teamed up with Capassity to offer 3D viewing of products before they are purchased.

With Capassity's technology, consumers can rotate and flip the products, getting an up-close and more accurate view of what the product actually looks like than a static 2D image could convey.

This is also important for giving consumers insight into the materials used to create the product, such as showing the grain of a high-quality leather, or the stitching in a piece of fabric.

When consumers spend as much money as they do on luxury goods, having this extra information is useful for giving them the confidence to pull the trigger on a large purchase online.

A closer look

Eastern Europe is already a ripe area for ecommerce growth, with cross-border shopping and mobile leading the charge.

According to EWDN's "Ecommerce in Russia 2016" report, the country's total market size for physical goods has a value of approximately \$12 billion, an increase of 14 percent compared to 2015. During the market's growth spurt, more than 30 million consumers shopped online for a total of about 195 million orders, and more than 40 percent of those orders were placed from mobile devices ([see story](#)).



The technology is already integrated in TSUM's online store

In general, ecommerce is a bit more difficult for luxury retailers, whose customers often prefer to see and feel a product in person before making a purchase.

With 3D rendering technology from Cappasity, that difficulty may be alleviated as Eastern European consumers are treated to a better look at their online products before they purchase.

"For luxury retailers, consumers want to see what the product is really made of, whether it's crocodile leather or some other high-value material and how it looks when you turn it around, so our product is really perfect for that," Ms. Alshina said.

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