

APPAREL AND ACCESSORIES

## Turnbull & Asser gives consumers 360-degree tour of UK boutiques

April 11, 2017



*A Turnbull & Asser boutique in the UK*

By DANNY PARISI

British apparel and accessories brand Turnbull & Asser is letting customers visit its London stores from anywhere in the world courtesy of a 360-degree Google tour.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The new tour allows customers to virtually view the inside of a few different Turnbull & Asser stores from their computers or mobile devices. This interactive exhibit is an effort to give online customers a boutique experience and incentivize consumers to go in-store to get what they need.

"Our stores have so much character and each one is so unique, we wanted to create an opportunity for anyone in the world to be able to experience them," said Jema Avedian, head of UK marketing at **Turnbull & Asser**. "Our Jermyn Street store opened in 1903 and has hardly changed it's a real destination and something that everyone should be able to see, whether in London or abroad."

### 360 degrees

Turnbull & Asser, a luxury menswear company, has opened its digital doors to consumers with its new Google tours option.

The feature lets users who visit the brand's Web site or Instagram to be taken to a special Google Maps page that puts the user inside the store. From here, they can look around in all directions and move, in a limited capacity, through the store.

Currently, the tours are confined to a few different stores in the U.K. Consumers can choose from a handful of different shops on the brand's page and explore them digitally.



### *A digital tour of a Turnbull & Asser store*

Turnbull & Asser is making use of both desktop and mobile channels to make these tours possible, with the main access being through the brand's shoppable Instagram page.

The brand's shoppable Instagram page reposts its photos from Instagram and makes them both viewable and clickable, linking them to the products featured in each post so that consumers can purchase the looks they see on social media.

By adding the 360-degree tours to their shoppable Instagram page, the brand is encouraging consumers who might otherwise only shop online to take a look at what the physical boutique experience looks like and encourage them to come in and visit the store themselves.

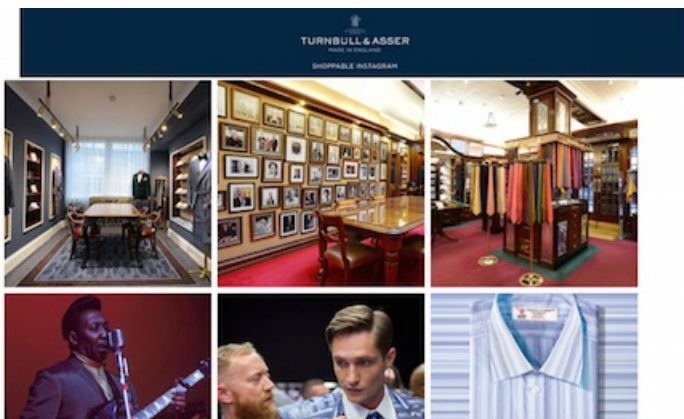
The tours feature up close looks at products hanging on shelves and the walls.

### *Virtual visits*

As customers become more used to digital being a part of their everyday lives, more brands are coming up with innovative ways to use technology to get shoppers into their stores.

Interactive digital experiences and 360-degree video are some of the more eye-catching ways brands are doing this. And Turnbull & Asser is in good company in experimenting with this tech.

Hennessy, Dior, Jean Paul Gaultier and many others have all introduced their own 360-degree tours.



### *The brand's shoppable Instagram*

Jean Paul Gaultier developed one such experience with a unique twist.

The brand has developed a 360-degree experience in which consumers can observe an imagined scene from a fragrance bottle's point-of-view. Increasingly, brands are debuting experiences that mimic virtual reality, inviting consumers into their inner workings through video ([see story](#)).

Another campaign from Dior took a similar approach. The brand welcomed consumers to its founder's childhood home in Normandy, France to better understand its Dior Prestige skincare line with a 360-degree tour of the house ([see story](#)).

These campaigns show how putting the consumer in a physical space through technology can be a popular form of driving foot traffic and raising a brand's profile.

"The Google360 is a great way to show global customers the personalities of our stores," Ms. Avedian said. "We're

hoping customers will enjoy a virtual step into the world of T&A, which hopefully also helps to give Turnbull & Asser fans more of an insight into the brand."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.