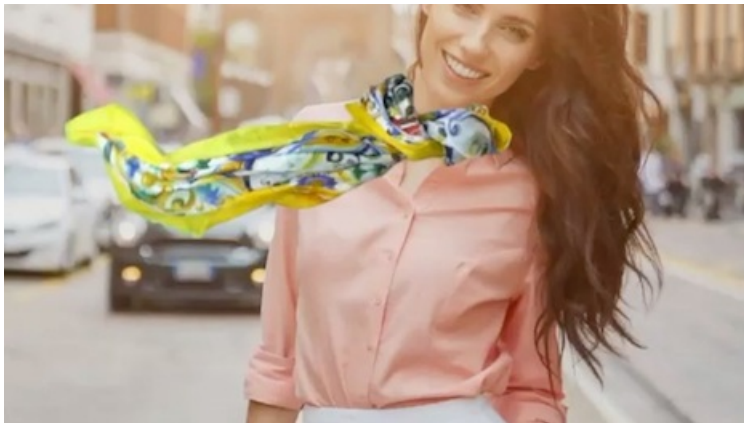


RETAIL

Yoox turns selfies into social commerce experience

June 26, 2017



A Dolce & Gabbana scarf sold by Yoox, as seen in augmented reality. Image credit: Yoox

By STAFF REPORTS

Online retailer Yoox is taking shoppable selfies with the help of augmented reality.

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Yoox has partnered with augmented reality application Lumyer to animate its followers' selfies. Applicable for both photos and videos, the Lumyer app adds unique effects through the use of lenses, similar to the interactive filters available on Snapchat.

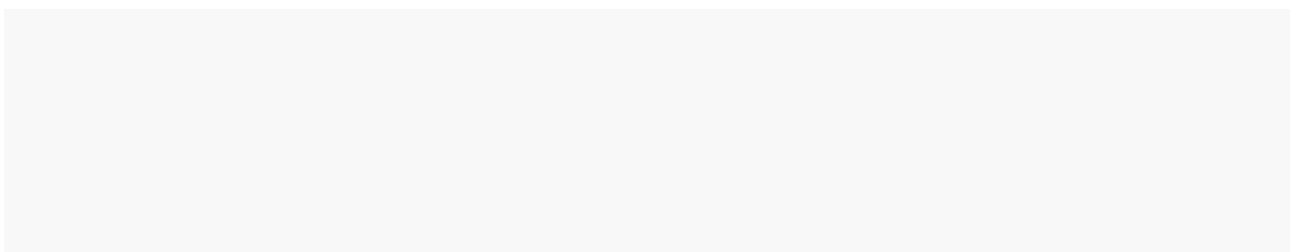
Shoppable selfies

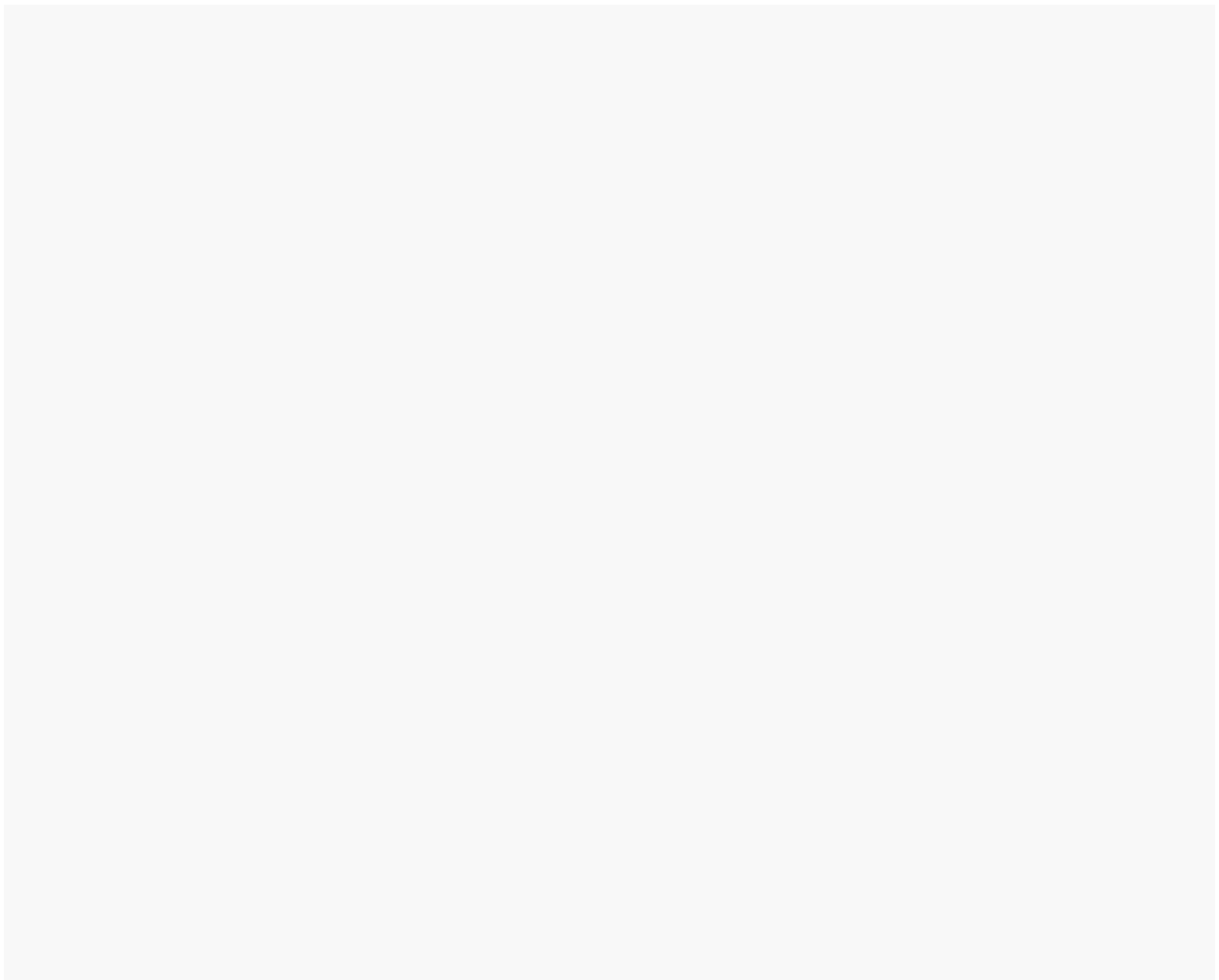
Yoox has created a number of fashion filters on the Lumyer app. Users can browse a selection of sunglasses, bags and other accessories on the application and apply the pieces to their selfie or video.

For example, if the Lumyer user adds a flowing scarf to her image when she reaches the share page, a line of text reads, "Get it on Yoox," with a small teal shopping cart icon. If the prompt is selected, a pop-up loads that shows the designer's name, product details and price.

When "buy now" is selected, the Lumyer user is redirected to the specific product page on Yoox's ecommerce site.

Yoox has included a Dolce & Gabbana scarf, an eye evil brooch by Shourouk, a Prada cross-body handbag, sunglasses from the Arthur Arbesser x Yoox collaboration and a Dolce & Gabbana clutch.





Take a selfie with @mylumyer app, choose your YOOX favorite fashion filter and share it. The game is not finished: from sunglasses to bags, you can buy the quirky accessories directly from YOOX. Isn't it incredible? Try, share and shop!

A post shared by YOOX (@yoox) on Jun 26, 2017 at 1:31am PDT

Augmented reality has allowed for digital try-ons in the beauty space, and increasingly in apparel and accessories. For example, beauty marketer Este Lauder is helping consumers visualize its cosmetics on their own faces through a personalized try-on experience.

Buying beauty online without a trial can be a challenging prospect, as consumers are unsure how a particular shade will appear on their unique skin tone. Este Lauder is looking to solve this problem and drive more confident purchases by incorporating ModiFace's automatic facial analysis technology into its ecommerce platform, allowing shoppers to view makeup on their faces in real-time ([see story](#)).

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