

APPAREL AND ACCESSORIES

Burberry is first luxury brand to use Apple's AR toolset

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Burberry's app now lets users project Burberry designs onto their surroundings. Image credit: Burberry

By DANNY PARISI

British fashion brand Burberry is working with Apple's newly unveiled augmented reality tool kit to create an application designed to cater to tech-savvy fashion lovers.

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At Apple's recent event unveiling the new line of iPhones, the company spent a significant amount of time talking about the new models' emphasis on augmented reality as well as the ARKit to help developers create AR apps. Burberry is the first major luxury brand to make use of this new feature with a new application.

Augmented reality

Augmented reality is one of the hottest trends in retail and advertising.

Through a mobile device, advertisers have the ability to create exciting visual tricks in 3D for customers, requiring none of the bulky headsets or eyestrain of virtual reality.

This ease of use is what led Apple to heavily integrate AR into the iPhone 8 and iPhone X.

Now, Burberry is one of the first brands to make heavy use of Apple's new ARKit with an iOS app designed around this feature.



The Burberry AR app. Image credit: Burberry

Augmented reality is now a feature of the mobile app Burberry introduced earlier this year.

With AR, customers can view their homes or whatever room they are currently in through their phone's camera as the app decorates their surroundings in Burberry-inspired designs, such as art by Danny Sangra.

This feature dovetails with the app's built-in ecommerce option, allowing customers to go directly from viewing their surroundings in augmented reality to making purchases that reflect what they see and what they like.

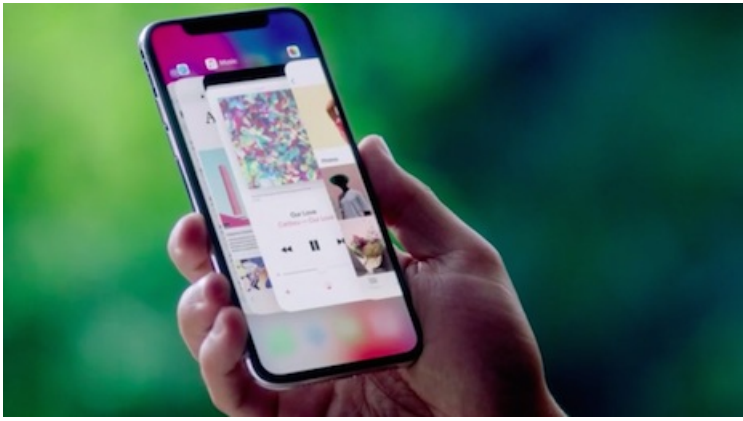
Burberry has ties to Apple, as the former CEO of the luxury house joined the tech company only a few years ago.

Emerging tech

While Burberry is the first luxury brand to make use of Apple's ARKit, brands from around the luxury industry have been experimenting with AR for a while now, particularly beauty brands.

Sephora and Estée Lauder are among the beauty marketers leveraging facial tracking technology to lift conversions.

ModiFace, which creates augmented reality solutions including real-time virtual makeup application, has launched a software development kit for iOS and Android devices, enabling marketers to use the technology in their own apps. In the beauty world, face tracking has become a way to spur more confident purchase decisions away from the beauty counter, but ModiFace also sees the potential of face tracking to guide consumers along a relevant purchase path ([see story](#)).



The iPhone X. Image credit: Apple

Additionally, French department store chain Galeries Lafayette leveraged its foot traffic and added attention around the holiday season last year to promote an environmental cause.

The retailer's "Amazing Arctic Christmas" told the story of a family of polar bears who must venture away from the North Pole due to melting ice caps, with the bears finally finding respite in Galeries Lafayette's flagship store on Boulevard Haussmann in Paris. Bringing the story to life in front of shoppers' eyes, the retailer launched a mobile experience accessible in-store that used augmented reality to create an arctic environment indoors ([see story](#)).

These are just a few examples of the kinds of augmented reality projects luxury brands were undertaking before Apple announced its ARKit. Now that the biggest smartphone maker on the planet is offering such strong support for AR, it is only a matter of time before more luxury brands start to follow suit.

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