

FOOD AND BEVERAGE

## Rmy Martin uses AR to explore art in new mobile app

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*Rmy Martin's new app was designed in collaboration with Matt W. Moore. Image credit: Rmy Martin*

By DANNY PARISI

French cognac brand Rmy Martin is expanding its mobile offerings for customers with the launch of a new application focused on art and augmented reality.

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The new app is called ARt by Rmy Martin and will allow customers to use augmented reality to overlay imagery and art onto their surroundings. The app was designed in partnership with visual artist Matt W. Moore, who helped Rmy Martin create the imagery and aesthetics.

Augmented reality

Rmy Martin is one of the oldest cognac brands in the world. But the brand has also been heavily invested in using new digital and mobile tools for branding activations.

For its latest campaign, Rmy Martin has worked with Apple's ARKit, the suite of tools that Apple has made available for developers to create their own augmented reality experiences.



*ARt by Rmy Martin. Image credit: Rmy Martin*

ARt by Rmy Martin uses visual art to let customers transform their surroundings.

The brand worked with Mr. Moore to create the app. His signature "Vectorfunk" style of bold geometric shapes and

bright colors combines with iconic imagery from Rmy Martin such as the brand's centaur logo and images of grapes to create the overall aesthetic of the art.

In addition to working together on the app, Rmy Martin and Mr. Moore are collaborating on a new limited-edition VSOP bottle that will use Mr. Moore's art as part of the label.

#### Emerging tech

This is not the first major campaign from Rmy Martin to make use of cutting-edge digital tools.

Last year, Rmy Martin teamed up with Microsoft for an innovative look at its production process.

Rmy Martin's experience, called "Rooted in Exception" premiered at a private brand party before rolling out to its luxury retail spaces around the world. Rooted in Exception gives customers an in-depth look at how cognac fine Champagne is made through the use of Microsoft's new mixed reality Hololens technology ([see story](#)).

Microsoft's Hololens, which is not currently released for mass consumption, is referred to as a "mixed reality" tool. To experience Hololens, users wear smart glasses to see digital elements overlaid onto the real world.



*Rmy Martin cognac. Image credit: Rmy Martin*

Rmy Martin's use of augmented reality for ART by Rmy Martin is unique in that AR technology has, at this point, mostly been used by beauty brands.

Beauty brands are leading the charge in leveraging augmented reality to make physical shopping more digital.

A new project from beauty group Coty in the form of an AR-powered mirror that interacts with physical products highlights how beauty has embraced augmented reality's potential to a large degree. Luxury brands and retailers that focus on beauty have much to learn from their competitors for whom AR is a versatile and powerful tool for increasing customer satisfaction ([see story](#)).

But Rmy Martin's use of the technology is for a less commercial purpose, focusing instead on leveraging it as a branding tool to let customers create their own visual experiences.