

JEWELRY

Parmigiani Fleurier launches AR app for in-depth look at new collection

June 18, 2018



Parmigiani Fleurier has launched a new augmented reality app. Image credit: Parmigiani Fleurier

By SARAH RAMIREZ

Swiss watchmaker Parmigiani Fleurier is using mobile to give consumers a behind-the-scenes look at the creation of its new collection, in a departure from traditional luxury timepiece strategies.

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

The watchmaker's first foray into augmented reality is the "Kalpa" application, which features watches from the eponymous collection. The luxury watch market has been slower to embrace AR technology than other industries, but with its growing use of digital, augmented reality is also seeing more adoption.

AR application

Parmigiani Fleurier has introduced a new microsite for its Kalpa collection that works in conjunction with a mobile application. The app is available for both Apple and Android users, making it accessible for the majority of smartphone users, who may or may not realize they already have AR-capable devices.

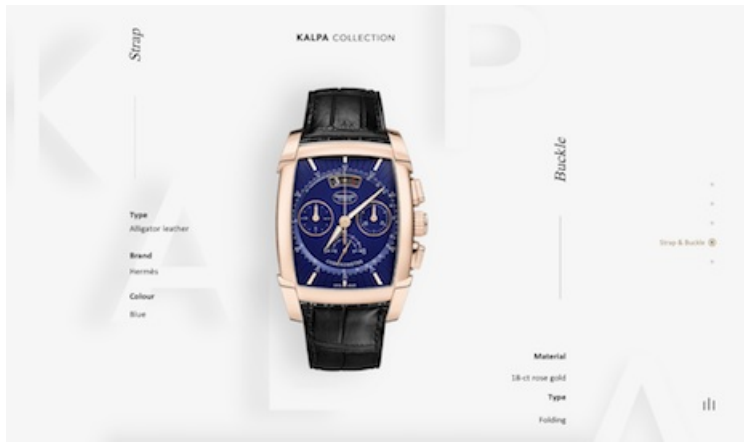
The app's augmented reality experience is triggered by different images throughout the microsite. When the phone is in AR mode essentially, when the Kalpa app has access to the device's camera and is held up in front of the desktop site, an animation is shown on the phone over the image on the computer screen.



One of the images that triggers an animation on the Kalpa application. Image credit: Parmigiani Fleurier

One animation shows the blueprints and the computerized assembly of the Kalpa Hebdomadaire timepiece. Another shows the Kalpa Qualite Fleurier being tested for toughness with an illustrated hammer and anvil over the course of 38 days, signified by a calendar.

Using the Kalpa app, consumers can see the inner workings of the Chronor watch as the dial comes out of the watch and seemingly goes towards the user. A piece of gold also floats in front of the case before imploding and gold dust fills the case, highlighting that the timepiece is made out of 18-carat rose gold.



The microsite includes more information about each watch. Image credit: Parmigiani Fleurier

The images that trigger AR animations are subtly scattered throughout the microsite. This encourages users to take their time viewing the detailed product photography for each of the brand's watches.

More detailed information about the Kalpa collection is also included on the microsite, which consumers can access without needing to use the AR app. As a user scrolls through the site, he or she can see each watch assembled from the movement, to the case, dial and even the strap and buckle.

Digital decisions

While the Kalpa AR app is a new, technology-forward step for Parmigiani Fleurier, it is not the first time the watchmaker has relied on interactive platforms to share its timepieces with consumers.

Last year, Parmigiani introduced the Toric Chronometre, a modernized recreation of Michel Parmigiani's debut timepiece, on another microsite that focused on the varied influences that shaped the design. The site included a short film and also allowed users to navigate Mr. Parmigiani's inspiration board ([see story](#)).

However, augmented reality is particularly helpful for any and all brands that want to integrate digital and physical experiences.

The beauty sector has embraced this fact more than any other with numerous examples throughout the luxury business of cosmetic brands embracing the possibilities of augmented reality. Beauty brands leveraging AR include Sephora, Este Lauder and Lancme ([see story](#)).