APPAREL AND ACCESSORIES

Louis Vuitton adds visual search to mobile app

August 7, 2018

Louis Vuitton's Twist handbag. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is enhancing its mobile shopping experience through an updated application.
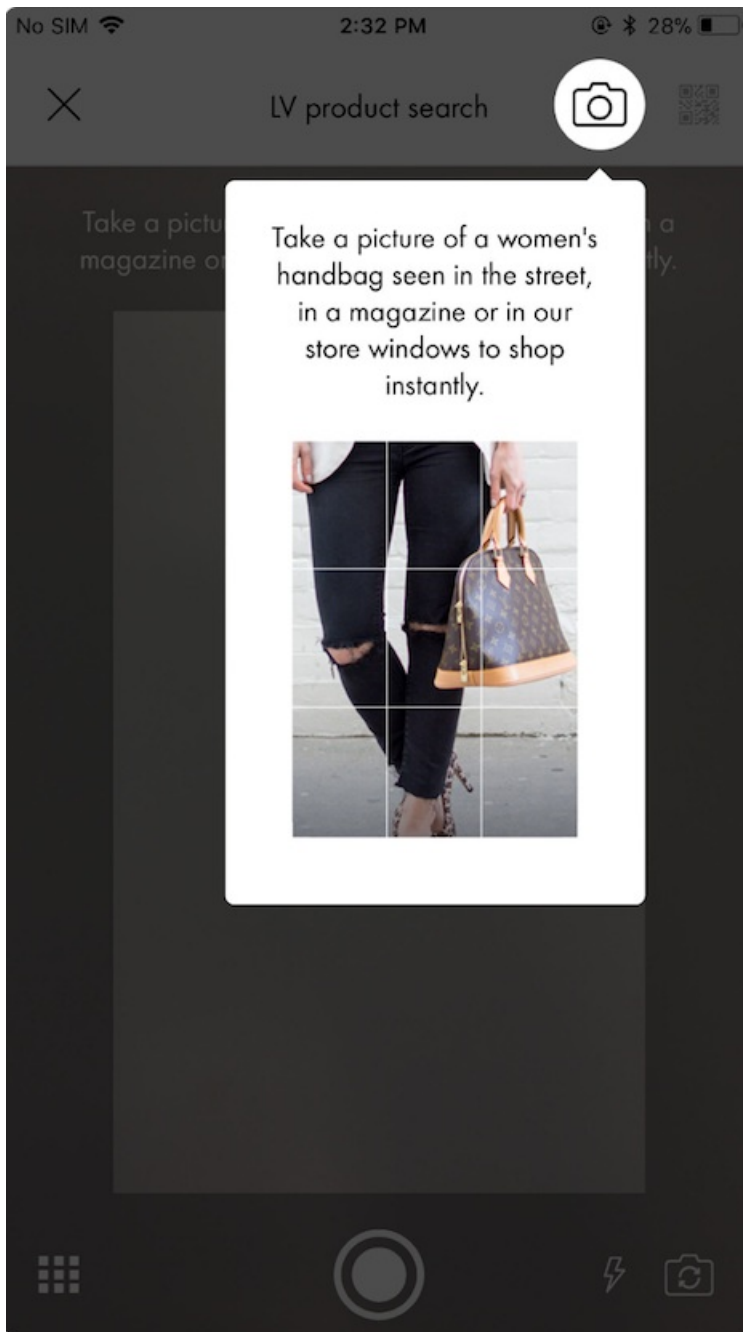
Among the additions to Louis Vuitton's app is visual search, which enables consumers to snap a handbag or garment that catches their eye in a magazine or on a passerby to find it in the brand's catalog. Mobile has become an important channel for reaching luxury consumers, enabling brands to engage with their clients anywhere they are.

Mobile minded
Louis Vuitton's enhanced mobile app offers access to the entire catalog of Louis Vuitton products with a personalized browsing experience.

Consumers will be shown products that reflect their interests. For instance, the app will adjust whether the customer typically tends to buy handbags or jewelry.

Debuting with this app update is the LV Finder tool. Through this, a consumer can take a picture of a product to have it identified by the app.

Louis Vuitton's app includes visual search. Image credit: Louis Vuitton

In addition to shopping, the application allows consumers to track their connected Louis Vuitton-branded devices, including the Echo connected luggage (see story) and Tambour Horizon smartwatch (see story).

With a plethora of big-name retailers already incorporating mobile visual search capabilities into their applications, the technology is likely to evolve in several ways, including integrating with messaging chatbots and mobile concierge platforms.

Retailers including JCPenney, Best Buy and Neiman Marcus have implemented mobile visual search into their apps with great success, enabling users to take a picture of a desired product and subsequently search the brand's inventory for the same or similar piece. While many other retailers will leverage this technology within their own digital channels, marketers are also likely to find new use cases for mobile visual search, such as placing it within hotel brands' concierge platforms for enhanced guest service (see story).