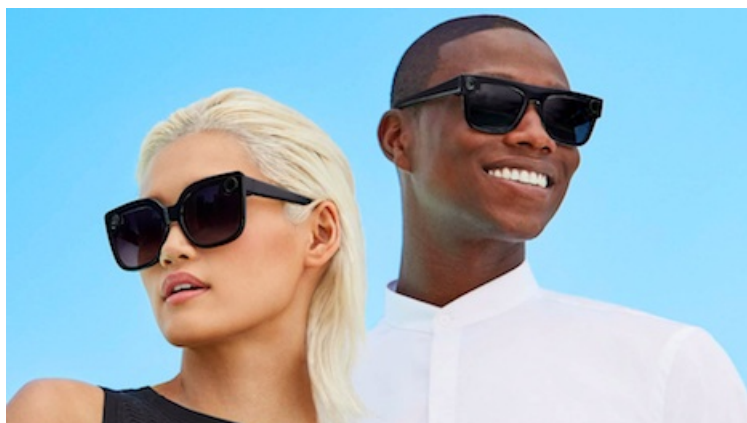


APPAREL AND ACCESSORIES

Snapchat Spectacles reborn with new fashionable designs

September 6, 2018



Snapchat spectacles. Image credit: Snapchat

By STAFF REPORTS

Mobile application Snapchat has unveiled a new fashionable version of a tool that adds function to style.

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Two new Snapchat Spectacle designs are launching, allowing users to record content using a pair of glasses that look just like sunglasses. Previously, the designs were more conspicuous and less fashionable.

Snapchat Spectacles

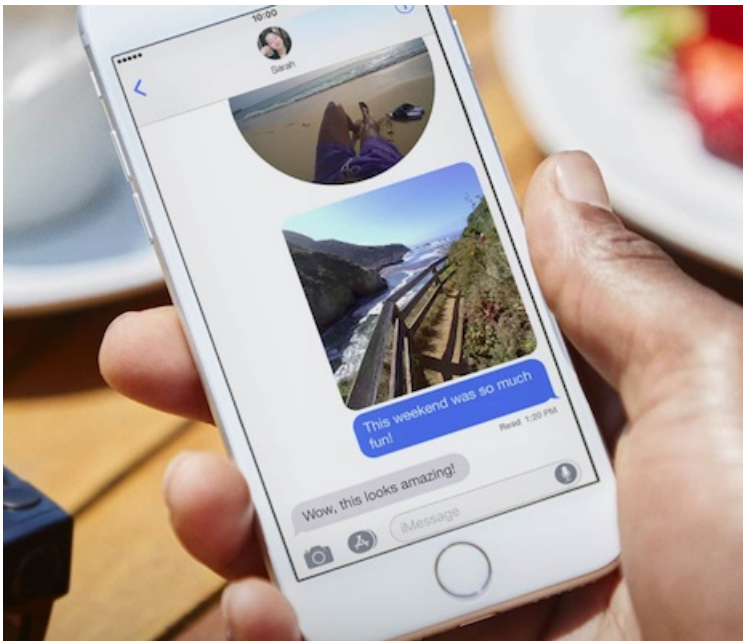
Veronica and Nico are Snapchat's two polarized designs, allowing owners to record Snapchat content while using them as actual sunglasses. Both are featured in black frames.

The water-resistant glasses connect to users' nearby devices that are paired, and share 10-second clips to Snapchat, and now other social media outlets, too.

Both designs are available on the official Spectacles Web site for \$199.

The storage can hold up to 150 videos or 3,000 photos at a time.

Designs are also available for prescription wearers as well.



Snapchat spectacles allows users to share content. Image credit: Snapchat

Currently, the new Spectacles will be available in limited numbers, but eventually they will be sold at Neiman Marcus and Nordstrom this year.

The social media platform has been in a rough spot over the past few months, with its latest earnings report revealing that the company has lost 3 million daily active users in the last quarter.

This statistic is bad news for a company that has been struggling to retain users, keep them happy and appeal to advertisers at the same time. For brands, the question of whether Snapchat remains a viable partner, especially compared to more favorable platforms such as Instagram, remains an open debate ([see story](#)).

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