

MARKETING

Snapchat Spectacles return as Snap steps up offerings

August 13, 2019



The third edition of Snapchat Spectacles. Image credit: Snap Inc.

By STAFF REPORTS

Social media platform Snap Inc. has revealed its latest Spectacle sunglasses alongside new augmented reality tools as more luxury brands embrace the technology.

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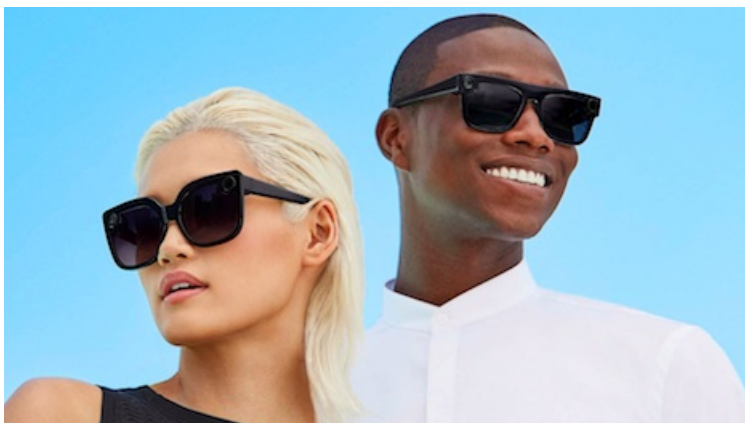
With the enhanced 3D Effects suite, Spectacle users can create or edit their Snaps with a simple swipe. This is the latest update from Snap Inc., as the company has followed a year of record revenues with a steady stream of new offerings.

Snap additions

The third edition of Spectacles feature round lenses in a light steel frame, which is available in dark carbon or rose gold mineral.

On the corner of each lens, the frames are accented with two HD cameras designed to capture high-definition 3D video. The mechanics are meant to mimic how human eyes capture depth and dimension.

Spectacles 3 are priced at \$380 for pre-order and include a portable charging case.



2018 editions of Snapchat Spectacles. Image credit: Snapchat

Wearers of Spectacles will also be able to access new AR tools. Available effects include adding new lighting or landscapes to videos, as well as a new 3D Viewer that enables users to view content created by others.

Since Snapchat launched facial recognition and augmented reality filters and lenses, their ease of use helped AR to flourish among consumers. Luxury brands including Gucci have since invested in their own AR offerings ([see story](#)).

Along with a new line of Spectacles, Snap has had several product launches this year.

In April, Snap Inc. introduced Snap Originals programming from a wide slate of brands and publishers, as well as Snap Games. Both are available through the Snapchat mobile application.

This summer Snap also launched its first advertising campaign featuring users from around the globe.

Last year, Snap Inc. surpassed expectations with its earnings for the fourth quarter of 2018 as the social media platform has stymied the loss of users.

During the holiday quarter, Snapchat reached a record revenue of \$390 million, an increase of 36 percent year-over-year. Not only has the company's daily user number stabilized at 186 million, but more than 1,000 companies advertised on Snapchat in 2018 ([see story](#)).

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