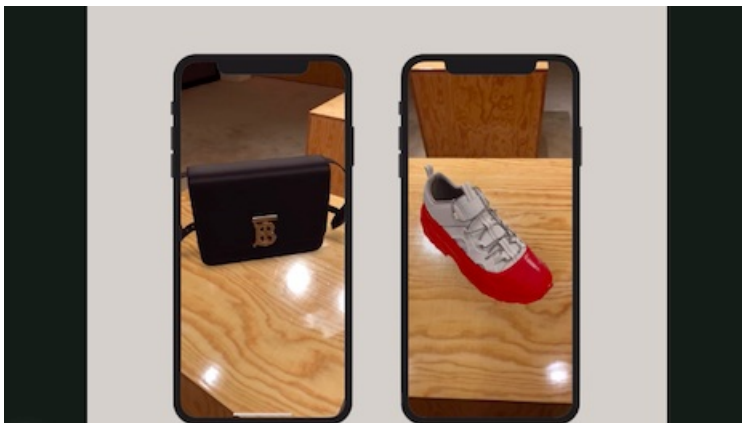


APPAREL AND ACCESSORIES

Burberry, simulating in-store experience, debuts augmented reality shopping tool via Google Search

February 25, 2020



Burberry wants to simulate the in-store shopping experience with its augmented reality tool. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

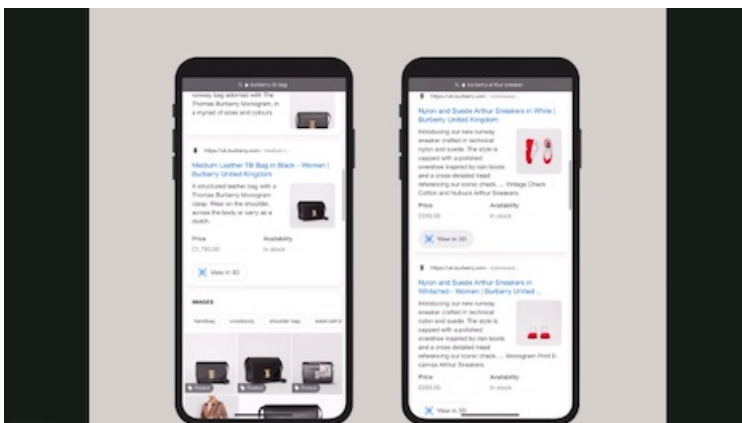
Burberry has debuted a new augmented reality shopping tool through Google Search technology to allow consumers to imagine the British fashion label's products around them.

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The AR tool lets shoppers experience Burberry products embedded in the environment around them, aiding their product discovery and shopping process online and on mobile.

"The inspiration phase of the decision to purchase is becoming increasingly important for luxury consumers," Burberry said in a statement.

"Burberry is continuously experimenting with digital innovation such as AR to create a more exciting experience and enhance personalized luxury commerce, blending the technology with other activations around the world."



The Burberry augmented reality shopping tool works through Google Search. Image credit: Burberry

Virtually there

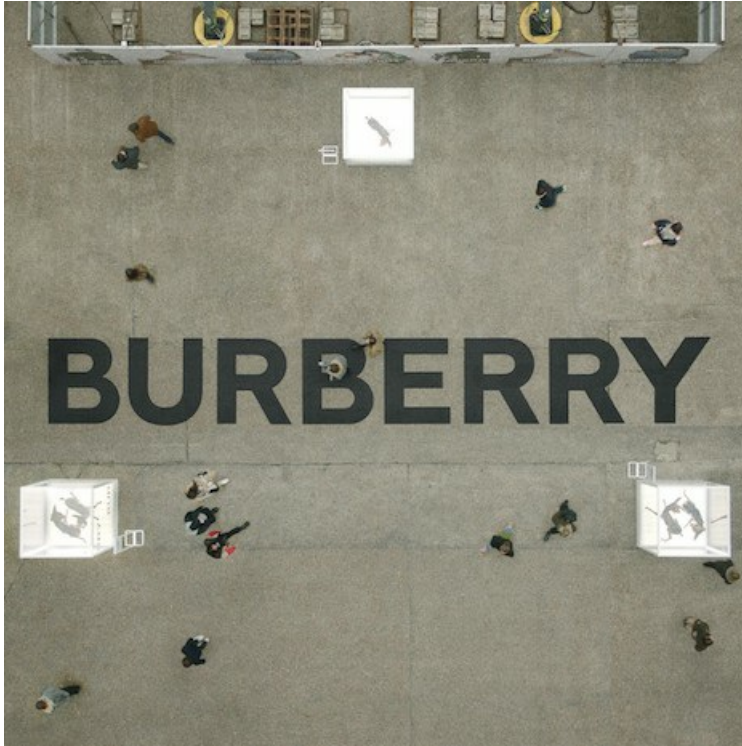
While searching for **Burberry** apparel, accessories or bags using Google Search on their phone, consumers get to see an AR version of the product at scale against other real-life objects.

Therefore, a user can place a TB bag next to an existing outfit to gauge how the product looks before buying.

Currently available in the United Kingdom and United States with global rollout planned in the next few months, the tool is meant to simulate the in-store experience.

AR played a role in the launch of the new flagship Burberry store in Tokyo's Ginza shopping district. Visitors took part in the AR experience that was activated through QR codes.

Burberry, among its peers, has been willing to push the tech envelope over the years. Working with platforms and online giants such as Google is key.



Long a proponent of the use of technology in-store and online, Burberry now has a pop-up digital experience in London using Google Lens. Image credit: Burberry

FOR EXAMPLE, Burberry in December debuted a digital pop-up experience powered by Google Lens at Ely's Yard, Brick Lane in London.

Three large Burberry porcelain fawns through Dec. 15 inhabited the industrial space in glass vitrines.

Scanning one of the glass boxes with the Google Lens app let users see an aerial live feed of themselves on their phone, captured by a camera suspended more than 100 feet above them ([see story](#)).

Try Burberry's new Augmented Reality shopping tool and see the products become a part of your environment <https://t.co/v0ihE1VScy> pic.twitter.com/qeGOUNzso2

Burberry Corporate (@BurberryCorp) February 25, 2020