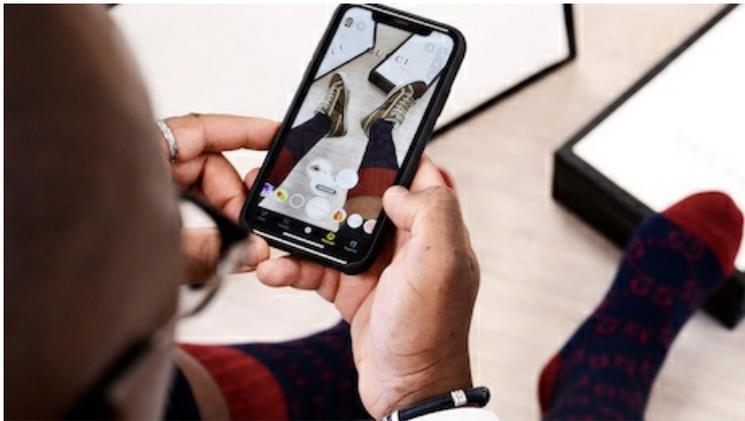


APPAREL AND ACCESSORIES

Gucci takes AR tech to Snapchat for footwear virtual trial and eventual purchase

June 29, 2020



Snapchat users can now use AR tech to virtually try on Gucci footwear to see if they like the merchandise and then have the option to buy it directly from that location. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci will take its augmented reality service to Snapchat to let customers and prospects virtually try on its footwear and buy the merchandise if they choose.

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The AR technology will allow users to explore how different models of Gucci shoes look on their feet. Consumers can pick the footwear on screen, point their mobile device's camera at their feet and virtually try on the chosen pair.

A fit

The AR service was previously only accessible through the Gucci app.

This move marks Snapchat and Gucci's first worldwide-sponsored AR reality footwear try-on Lenses on the social media platform.

Gucci will feature four pairs of sneakers in two different Lenses. Each Lens will showcase two pairs.

In the ecommerce component, the Lenses use Snapchat's Shoppable AR technology to let consumers buy shoes they like directly from each Lens through a Shop Now button.

Snapchat claims a reach of more than 100 million consumers in the United States, including 90-plus percent of 13-24-year-olds and more than 75 percent of those ages 13-34.

More than 170 million Snapchat users engage with augmented reality daily nearly 30 times every day, per the company.

For Snap, this is the first branded use for augmented reality technology. The Lenses will be available to users worldwide in the U.S., United Kingdom, France, Italy, United Arab Emirates, Saudi Arabia, Australia and Japan.



Gucci x Snap shoe try-on via augmented reality. Image courtesy of Gucci

Real thing for many

AR has become a popular tech tool for luxury brands to simulate the in-person experience.

For example, earlier this month, [Japan's Lexus, in a first, turned to an augmented reality app to debut new sport sedan.](#)

The Lexus AR Play app was the first of its kind for the Toyota Motor-owned brand, keeping in mind the constraints arising from global social distancing measures.

In February, U.K. fashion label [Burberry, simulating its in-store experience, debuted an augmented reality shopping tool via Google Search.](#)

The Burberry augmented reality shopping tool via Google Search technology let consumers imagine the British fashion label's products around them.

Last December, [Dior showed an augmented reality makeup holiday look.](#)

Marking the holiday season, Dior debuted the 3Dior Makeup experience that blended the world of cosmetics with technology.

A month prior, [Vogue France launched its first makeup trial on Web site via augmented reality.](#)

Using technology from Perfect Corp., Vogue France let readers try makeup on fashion images via the camera on their smartphones or computers. Readers could try three different looks, and resume reading the article.

In October, [Bentley Motors introduced an augmented reality app for new Flying Spur allows "test drive."](#)

The new augmented reality application was introduced to support the launch of Bentley's new Flying Spur touring sedan, adding yet another element of mobility that meets the needs of its tech-savvy, affluent customer base.

THIS EFFORT is the latest in Gucci's ongoing partnership with Snapchat parent Snap Inc.

Gucci last year ran a Portal Lens activation that took Snapchat users to a Gucci-themed island for its gift-giving campaign.

Gucci also collaborated on a limited-edition pair of Snap's latest spectacles, partnering with director and photographer Harmony Korine, who is a regular contributor to the fashion house's creative projects.

Please click here to read *Luxury Daily's* [Augmented reality in luxury Luxury Memo special report](#)

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