

APPAREL AND ACCESSORIES

## Burberry continues mobile push with AR feature

July 22, 2020



*Burberry is relying on mobile to promote its TB Summer Monogram collection. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is working to replicate the in-store experience with a new feature on its mobile application.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Through Burberry Virtual, consumers can virtually "try-on" the label's latest eyewear designs using augmented reality. It's the latest mobile push as part of Burberry's Summer Monogram efforts.

### Burberry try-on

With the sharp fall of retail foot traffic in light of the coronavirus pandemic, it is more important than ever for luxury fashion brands to make the online shopping experience engaging and unique.

Luxury fashion brands have trailed beauty brands, which were among the fastest to embrace AR. This allows consumers to virtually sample or "try-on" products without needing to go in-store.

Back in 2017, Burberry was one of the first brands to make heavy use of Apple's ARKit with an iOS app designed around this feature. With AR, customers can view their homes or whatever room they are currently in through their phone's camera as the app decorates their surroundings in Burberry-inspired designs ([see story](#)).

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

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 ([see story](#)).

The newest mobile feature goes a step further, allowing shoppers to see how they would look wearing Burberry's eyewear. Part of the TB Summer Monogram collection, the label's latest sunglasses feature thick square frames and B motifs on the legs.

To promote the new Summer Monogram collection, Burberry has launched several new digital efforts from video games to collaborations with artists, reflecting an edgy way to connect with young audiences and offer a seaside

feel.

The highlights include an online video game to promote its summer looks called B Surf that lets players ride a wave through the monogram world of Burberry ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.