

RETAIL

Farfetch, Zeekit create immersive virtual try-on experiences

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Farfetch is expanding its pilot with virtual try-on technology. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch has partnered with tech startup [Zeekit](#) to create new "try-on" experiences for its customers for products available on its ecommerce site.

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Customers shopping on Farfetch will be able to see how products look on different sizes and skin tones as they shop, using Zeekit's "Switch Model" technology feature. The retailer is the first luxury ecommerce platform to use this technology.

"Working with Zeekit allows us to provide a really immersive and personalized shopping experience for our global and diverse consumers," said Carol Hilsum, senior director of product innovation at [Farfetch](#), in a statement. "Being able to help people shopping on our site see how something will look on people of different sizes and with different skin tones really helps with inspiration and choice.

"We are very excited to also expand our pilot with Zeekit to trial some hyper-personalized shopping experiences for our private clients something that is only available on Farfetch for luxury fashion."

Digitizing retail

For its private clients, Farfetch will pilot Zeekit's Fitting Room' technology, which will allow these clients to select a range of products from the collection and style multiple outfits to create whole looks before they buy.

A smaller selection of private clients will have the opportunity to have their own image digitized and be able to style the collections on themselves a form of technology similar to the Modern Mirror.



Zeekit has developed virtual fitting room technology. Image credit: Zeekit

Modern Mirror's consumer-centric, virtual fit technology services aim to elevate personalization by virtually showing how products look and fit an individual using interactive 3D imaging both in-store and online ([see story](#)).

"Integrating our AR/VR shopping experiences, such as Switch Model, Fitting Room and Be Your Model, on Farfetch shows that they continue to be one of the most innovative luxury platforms," said Yael Vizel, founder of Zeekit, in a statement. "The experiences Zeekit creates provides customers with truly immersive shopping in a digital setting.

"Zeekit's technology along with Farfetch's pioneering spirit set a new standard for luxury shopping by putting the customer at the center and letting them bring their own personality and preferences to the shopping experience."

During the opening virtual session at the Vogue Business and TikTok inaugural Technology Forum on March 18, founder and CEO of Farfetch Jos Neves examined the critical role of technology within the fashion retail space, and offered his perspective on the future of fashion and retail.

He stressed the importance of not only keeping up with development in digital fashion, but reviving the offline experience as well, ultimately seamlessly intertwining the two channels ([see story](#)).

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