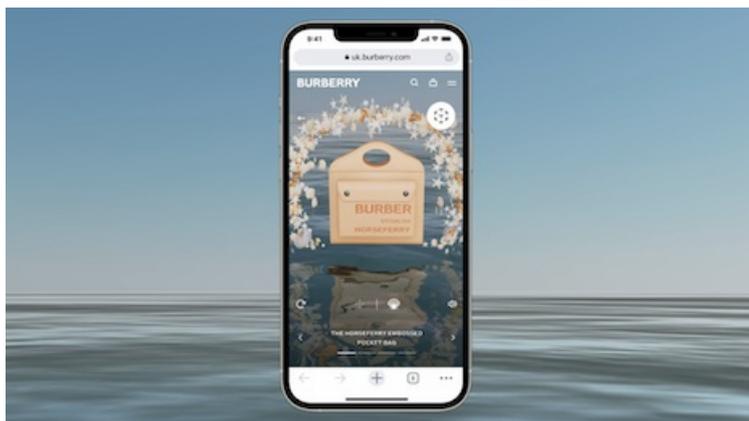


APPAREL AND ACCESSORIES

Burberry launches latest AR tool to boost ecommerce

April 19, 2021



The new Burberry AR experience is inspired by its spring/summer 2021 campaign. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry has introduced a new augmented reality experience inspired by the ocean themes of its spring/summer 2021 campaign.

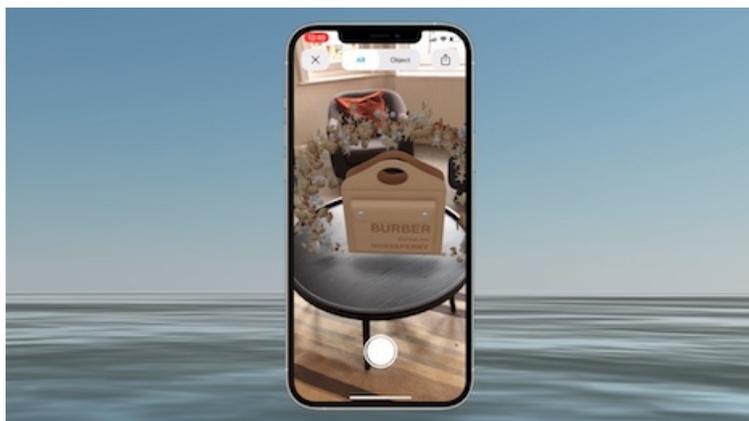
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Now with the Burberry mobile application, consumers can virtually view the new Pocket bag in their own surroundings and design their own seashell sculptures to frame the handbags. The AR feature allows users to replicate the in-store experience on their mobile devices, while building consumer engagement.

Burberry AR

Burberry's "In Bloom" spring/summer collection is inspired by a modern mythological romance between a mermaid and a shark.

This maritime concept also influenced the unique seashell sculptures that can be created in the new AR experience. Users are encouraged to capture and share their designs across their social platforms.



Shoppers can see the new Pocket Bags at scale in their surroundings. Image credit: Burberry

The AR experience is available on the Burberry app, as well as the brand [ecommerce site](#). A gentle, whimsical melody plays to add to the tool's sensory experience.

Users are able to create virtual Pocket Bag sculptures inspired by the Horseferry embossed pocket bag, the mini soft pocket tote, the mini two-tone pocket bag and the pocket clutch. The designs, which use seashells that complement the bags' colorways, appear after dragging a finger or cursor around the bag.

Additionally, users can place the AR handbags in their surroundings to view them at scale. The 360-degree view gives consumers a full view of the handbags, while the AR version allows them to see the handbags compared to other real-life objects a particularly helpful tool as many consumers continue to opt for online shopping rather than going to physical stores.

Burberry continues to invest in digital tools that enhance the luxury experience.

In February 2020, the brand debuted a new augmented reality shopping tool through Google Search technology to allow consumers to imagine its 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](#)).

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