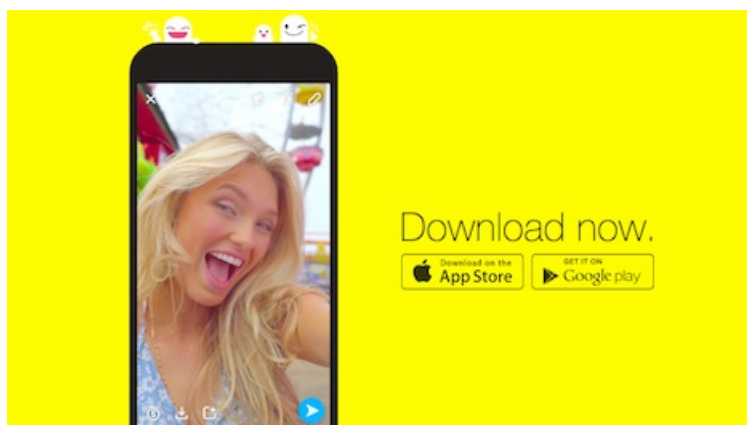


SOFTWARE AND TECHNOLOGY

Prada, Farfetch highlight new AR features on Snap Inc.

May 21, 2021



Snapchat is making more ecommerce strides. Image credit: Snapchat

By LUXURY DAILY NEWS SERVICE

Social media company Snap Inc. is launching new AR features and effects for Snapchat users, creators, businesses and beyond.

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The new effects include scan at the forefront of the Snapchat home screen, camera shortcuts, lens studio and AR try-on. Farfetch and Prada are some of the first brands to tap into the new AR try-on capabilities.

Snap, scan, shop

There are more than 170 million active users of Snapchat a month. Snapchat has brought the scan button to the main camera screen of its app, introducing a world of new possibilities.

One new asset is Screenshop, a feature that gives shopping recommendations from hundreds of brands when a Snapchat user scans a friend's outfit.

Camera shortcuts, a new feature, are new combinations of creative tools that enable Snapchat users to creatively capture moments to share with friends. Camera shortcuts suggest camera modes, lenses, and soundtracks relevant to what is captured through the Snapchat camera.

Camera shortcuts were rolled out today.



New AR features now available on Snapchat. Image credit: Snap, Inc.

Snap is updating its lens studio with advanced tools and more robust, innovative lenses across gaming, shopping and more. Lens studio is now featuring connected lenses, which lets friends interact together in real time, regardless of their respective locations.

Snap is introducing new AR try-on experiences with fashion partners, bridging consumers and brands through the Snapchat camera. Farfetch is providing an immersive shopping experience using 3D Body Mesh and voice-enabled controls, enabling Snapchat users to say what items they're looking to browse and try on in AR.

Prada is tapping into new gesture recognition capabilities that let shoppers signal to the camera when they want to try on another item.

The social media company is also introducing API-enabled lenses, allowing businesses to tap into different and automatic ways to feature real-time content in AR.

Through Snap's partnership with Perfect Corp, The Este Lauder Companies will be among the first to leverage Snap's AR Shopping platform tools.

This is Snap Inc.'s latest ecommerce push.

In March, Snap Inc. acquired German machine learning platform Fit Analytics. Fit Analytics' flagship product is Fit Finder, a tool that helps online shoppers select clothing that will fit properly using machine learning and customer-provided information. The acquisition came as Snap continues to diversify its revenue streams with ecommerce features and in-app purchases on the mobile application Snapchat ([see story](#)).

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