

APPAREL AND ACCESSORIES

Burberry expands shopping experience with AR tool

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Celebrating the Lola bag, Burberry is offering a new way to shop. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** is celebrating its Lola bag with the launch of a new augmented reality function, allowing customers to virtually place the bag within their environments.

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For this project, Burberry partnered with Vertebrae, a Snap Inc. company, to produce the new augmented reality assets of the signature bag, allowing multiple variations of the Lola to come to life. Customers may scan their surroundings with their smartphone to generate the 3D bag which they can position in various live scenarios, simulating an in-store shopping experience.

Lola in AR

The AR tool also enables customers to explore the details and craftsmanship of the bag before making a purchase. With a full 360-degree view of the product, features can be discovered virtually by opening the bag and exploring inside.

Vertebrae uses 3D capture systems, from photogrammetry to laser scanning, to produce virtual replicas of products that aim to echo the same level of quality as physical items.

The Lola AR viewer is currently available across 60 Lola product pages worldwide. To use the tool, users can search for the Lola bag on Burberry.com.



The AR tool aims to offer consumers a comprehensive look at the bag before making a purchase. Image credit: Burberry

Burberry is continuously experimenting with technologies such as AR to enhance and personalize luxury experiences, blending innovations with activations to create unexpected moments for its local consumers.

To celebrate the launch of its outerwear campaign in October 2021, Burberry launched a series of pop-ups allowing customers to immerse themselves in the campaign by scanning a QR code unlocking an exclusive AR Instagram filter ([see story](#)).

Earlier this year, Burberry launched an immersive experience inspired by the brand's spring/summer 2022 collection at its flagship on Rodeo Drive, Beverly Hills.

As part of the store takeover, the exterior facade of the building was enveloped in a kaleidoscopic abstract print that became animated via an Instagram filter ([see story](#)).

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