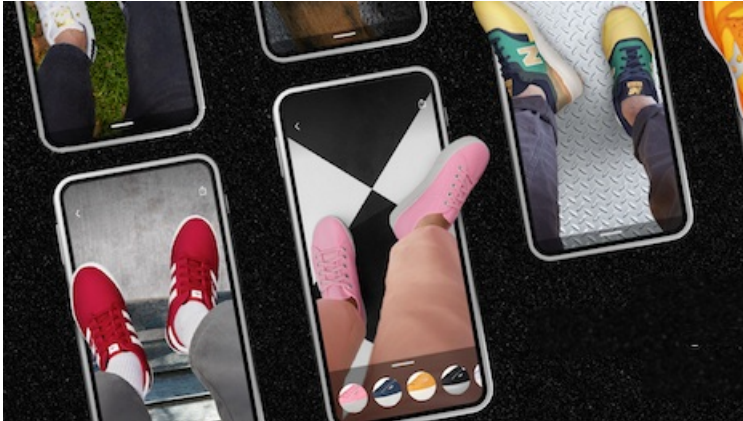


RETAIL

## Amazon launches virtual try-on for shoes

June 9, 2022



*Sneakerheads can now use Amazon AR to see how different sneakers look. Image credit: Amazon*

By LUXURY DAILY NEWS SERVICE

Ecommerce giant Amazon is expanding its augmented reality tools to help shoppers visualize thousands of sneaker styles.

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Amazon Fashion has launched "Virtual Try-On for Shoes," now available on the platform's iOS app for users in the U.S. and Canada. The VR feature is the latest interactive experience from the influential company.

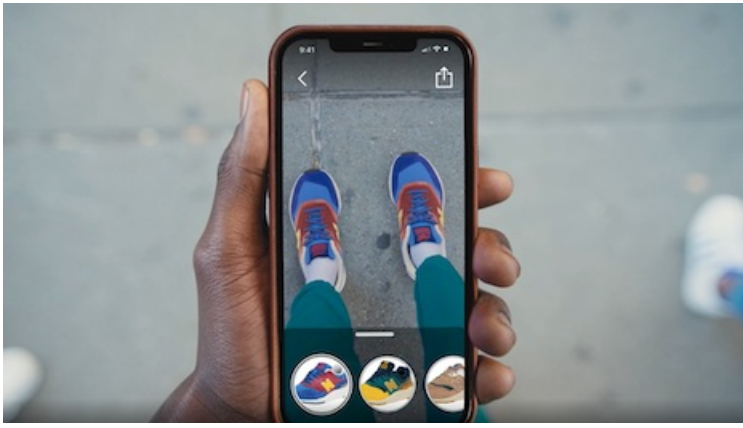
"Amazon Fashion's goal is to create innovative experiences that make shopping for fashion online easier and more delightful for customers," said Muge Erdirik Dogan, president of **Amazon Fashion**, in a statement.

"We're excited to introduce Virtual Try-On for Shoes, so customers can try on thousands of styles from brands they know and love at their convenience, wherever they are," Dr. Dogan said. "We look forward to listening and learning from customer feedback as we continue to enhance the experience and expand to more brands and styles."

### Virtual sneaks

After selecting a shoe on the Amazon mobile app, users can tap the "Virtual Try-On" button on the product detail page. Then, they can point their smartphone camera at their feet to see how the shoes will look on them.

Shoppers can move their feet to inspect the shoes from different angles or use the carousel to virtually view other colorways of the selected style. Consumers can also use the "Share" icon to take a photo of the virtual try-on and share the image.



*The virtual try-on for shoes helps shoppers visualize style, not fit or comfort. Image credit: Amazon*

The option is available on thousands of sneaker styles from numerous brands, including New Balance, Adidas, Reebok, Puma, Superga, Lacoste and Asics.

Amazon had previously introduced AR features for millions of products, allowing consumers to digitally see how particular items fit into their homes. In-app shoppers can also use Amazon's "View in 360" technology to see a full-circle view of a garment's details and better visualize fit ([see story](#)).

AR and VR are among the top draws for high-end brands retailing on Amazon Luxury Stores. The vertical expanded to Europe earlier this month.

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