

MOBILE

## Fine watchmaker Girard-Perregaux tries on augmented reality mobile app

November 16, 2010



By PETER FINOCCHIARO

Swiss watchmaker Girard-Perregaux is letting consumers try on its products without ever stepping foot in a store using augmented reality technology in its new mobile application.

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**Luxury Daily**

The iPhone and iPad-optimized application also includes detailed information about the brand and its history, as well as a store locator feature that takes advantage of the device's GPS functionality. The mobile offering is available for free in Apple's App Store.

"Offering exclusive interactive features provides a strong reason for consumers to download and use applications," said Patrick Bouaziz, chief visionary officer at ILoveVelvet, New York. "For watchmaker Girard-Perregaux and its new iPhone and iPad application, the company has an interesting appeal with its augmented reality feature that provides the opportunity to see what products look like through a mobile phone.

"This augmented reality feature fits in nicely with the idea that customers are generally migrating to mobile and provides one more avenue for the brand to connect with its target audience, but on a new level," he said.

"Additionally, this particular feature provides users with a feeling of exclusivity and convenience, which will not only help increase sales but develop a loyal customer base

in the long run.”

Mr. Bouaziz and [ILoveVelvet](#) are not affiliated with [Girard-Perregaux](#), but agreed to comment as a third-party expert.

How it works

When consumers launch the application, they are taken through several still images documenting the creation process behind a Girard-Perregaux watch.

The homepage shows a finished, fully-operational virtual watch that keeps track of the time and date.



### *The Girard-Perregaux iPhone application*

A navigation bar along the bottom of the screen lets users toggle between all of the application’s different functions.

The Brand button brings consumers to a menu linking to several articles about the philosophy and history behind Girard-Perregaux.

Each item includes photos of the brand’s watches and individuals who played major roles

in the development of the company.

The navigation bar's Collections tab brings up a new page where users can drag their fingers right or left across the screen to browse the different Girard-Perregaux watches available.

A gear icon in the bottom left-hand corner of the screen lets consumers get a look at the insides of the machines, while a plus-sign icon on the bottom-right corner lets users view different versions of each model.

An Info tab near the bottom of the screen brings up product specifications.

A Share tab lets users show off the watches to friends via email, Facebook or Twitter.

And, the Try It tab launches the augmented reality feature.

The feature is only available on the iPhone version of the application and taps into the device's camera functionality.

Users in the Try It section of the application can hold their hands in front of the camera to view their chosen watch superimposed onto their wrist.

Tapping a camera icon near the bottom of the screen snaps a photo of the user's wrist, and they can adjust the size and placement of the watch to get a better idea of how it would look.



### *The augmented reality feature in the Girard-Perregaux application*

The Jackpot tab in the navigation bar launches a game similar to a casino slot machine, where users tap on a lever on the side of a virtual watch to earn points by matching up symbols in three different slots.

Finally, the application includes a store locator feature that lets consumers choose Girard-Perregaux retailers either from a list of all locations or based on proximity.

The application can then launch a Google Maps-based set of directions to the store.

Girard-Perregaux was not available for comment by press deadline.

## Augmenting the shopping experience

Augmented reality has garnered significant buzz this year as a technology capable of changing the way consumers and brands interact.

For example, Boucheron launched a Web-based initiative earlier this year that, like the Girard-Perregaux application, lets consumers virtually try on watches and jewelry using their computer's video camera ([see story](#)).

Likewise, A Waterford Wedgwood Royal Doulton executive at the Luxury Interactive 2010 conference in June said her company was investigating ways to integrate the technology into social shopping platforms ([see story](#)).

“Similar to best practices for creating a mobile application, any features included, such as augmented reality, should provide users with a unique experience that connects them with the luxury brand,” Mr. Bouaziz said.

“Since a feature like augmented reality or games require more input with developers, luxury brands should ensure that the inclusion of these mirror the marketing strategy and offer a new way to engage consumers,” he said.

### Final Take

*Peter Finocchiaro, editorial assistant at Luxury Daily*