Burberry launches AR tool as part of Lola bag sales drive

By Sandra Halliday - June 7, 2022

Burberry is known for embracing technology and with the heavy investment it’s putting behind the debut of its new Lola bag, it’s no surprise that the company has unveiled a major tech element linked to the launch.

It has created new augmented reality (AR) functionality on Burberry.com that “allows customers to virtually place a true-to-scale model of the signature bag within their environment”.

It works by the users scanning their surroundings with a smartphone to generate a 3D bag, which they can position in various live scenarios. That could mean seeing what it looks like on their desk or against a favourite dress.
The AR viewer also enables customers to explore the “intricate details and craftsmanship of the bag before purchase, including the Thomas Burberry Monogram clasp”. The user gets a full 360 degree view of the product, features — such as interior pockets — simply by virtually opening the bag and exploring inside.

The luxury brand’s digital teams worked with Snap Inc’s Vertebrae unit on the tech. Vertebrae used “state of the art 3D capture systems, from photogrammetry to laser scanning”, to produce virtual replicas of products “that echo the same level of quality as physical items”.

The tool is available globally across 60 Lola product pages.

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