

Amazon Fashion introduces virtual try-on for shoes

What is it?

Amazon Fashion has introduced virtual try-on for shoes and trainers to its IOS shopping app in Europe. This follows the launch of virtual try-on for sunglasses in August. The augmented reality (AR) experience is produced by combining Amazon's proprietary Computer Vision Machine Learning (CVML) tech with a mobile camera stream.

Why does this matter?

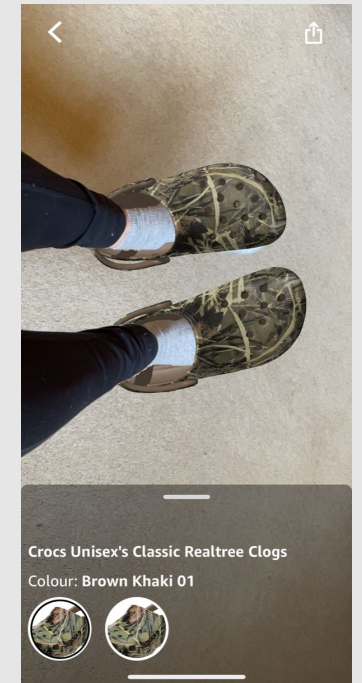
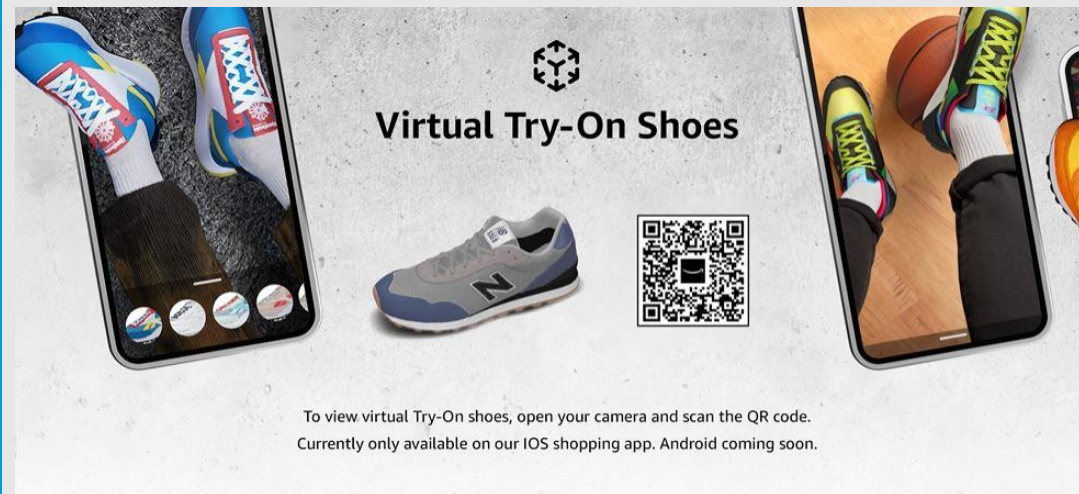
Customers gain a realistic impression of how shoes will look from all angles. They can also take a photo and share it with friends.

Strategic Implications

Interactive shopping experiences online and in-store will engage customers for better purchasing decisions - and potentially lower returns.

STEPIC drivers / Winning Strategies

Beyond-reality experiences
Innovation and ingenuity



Crocs, Sketchers and Under Armour are among the brands already signed up for virtual try-on with Amazon

