Lacoste reinvents the digital shopping experience

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Lacoste has launched a new app which allows shoppers to try on their new range of LCST trainers using Augmented Reality (AR) technology.

The AR shopping experience is the first to combine 3D product scanning and Augmented Reality to deliver a unique digital shopping experience. Developed by leading digital innovations agency Engine Creative, the mobile app uses in-store POS to trigger interactive 3D product models of the entire LCST range.

Virtual fitting experience

Users simply place their foot on the in-store floor graphic and scan it with their smartphone to view the trainers snuggly superimposed around their foot. They can explore the details and swipe to reveal new trainers in the range. And, of course, users can purchase directly through the app or share images via social media.

Building digital engagement

Engine Creative's Managing Director, Matt Key, explains how Lacoste are building strong digital engagement experiences with their customers through Augmented Reality in the retail space:

"Augmented Reality offers retailers a new way of delivering immersive digital experiences in the real world. The LCST app uses AR to provide shoppers an easy way of checking out the new trainer range without having to wait for a shop assistant or take the time to take off their old shoes.

It's perfect for the young target audience and can be used in Lacoste stores as well as in concessions to differentiate LCST from other brands.

The LCST app can also be easily updated to include new products, enabling Lacoste to build a long term relationship with users on their mobiles."

Digital innovations for a connected world

Engine Creative's work with the Pentland Group on the LCST app is the latest in a range of digital innovations created for the retail and consumer goods market. The digital agency is committed to developing engaging experiences for a consumers and helping brands get to grips with how consumers interact with the Internet of Everything in an increasingly connected world.

About Engine Creative

We are experts in delivering our clients measurable results through immersive Augmented Reality (AR) brand experiences.

We have specific expertise working with digital innovations to build user engagement with our clients' brands with achievements including:

- Launching the world's first fully augmented magazine (TopGear, Dec 2011)

- Creating the first fully augmented reality album cover for a UK band (Ting Tings, Feb 2012)

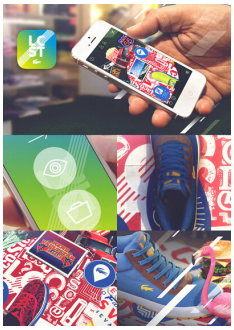
- FIPP Digital Innovators Summit Editor's & Readers Award (TopGear augmented magazine)

- Drum Marketing Award for Brand Development Strategy (Bauer Media heat mobile strategy, May 2013)

- RAR Award and RAR Digital Awards for Creativity & Innovation (June 2014)

Engine Creative is currently working with Tesco, Coca-Cola, Lacoste, PizzaHut, Disney, Mazda and Thorntons on building consumer engagement through digital innovations.

Media:



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