

## Cotton On launches AR

Cotton On launched an Australian first in digital innovations, with augmented reality (AR) technology giving consumers the power to bring store windows to life by triggering interactive, digital window displays from their mobile device.



Launched yesterday 3 September, the revolutionary technology will unlock video content and will also reveal promotional offers and discount codes that the customer can use in-store to purchase key looks of the season at a reduced price.

"Our customers are extremely savvy, so we're always on the hunt to find innovative ways to engage with them," explains Cotton On digital and e-commerce manager, Sameiko Slota. "Building on our large mobile usage globally, it was important our new mobile APP played a part in our latest campaign."

By combining digital content in a bricks and mortar environment, the company continues to prioritise for a digital shopping future and is leading the way in the changing environment of retail. Merging shopping and technology also allows customers to discover and engage with the brand and create a unique shopping experience for the modern consumer.

"I am excited about the launch of our AR campaign windows, as it's just the beginning of how this technology can be used to assist our customers as they shop with us, plus offering an element of surprise and delight to their shopping experience," concludes Slota.

The user-friendly technology can be accessed by downloading the smartphone application and placing the phone over the campaign image in the shop window, which will automatically unlock the video content and promotional code for the customer to use in-store.

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