

App lets shoppers buy straight from runway



In the field of shopping apps, users are now able to [purchase products straight their favorite TV shows](#), or [scan an item in-store to view unboxing videos](#) before purchase. With its latest release, augmented reality company [Blippar](#) has made purchasing the latest fashion pieces nearly instantaneous.

At the recent House of Holland London Collections Men show, Henry Holland collaborated with Visa Europe and Blippar for the first instant-buy fashion experience. Attendees at the runway show were able to purchase items as seen on the model, and receive their items through next day delivery. Shoppers first launch the Blippar app and point their smartphone at an item. After taking a picture of it, and the app will use image recognition to scan and identify the product, and users will be directed to the transaction page.

We have written about Blippar's previous project of [linking printed media to interactive online content](#). What other commercial spaces could use augmented reality for improved customer experiences?

Website: blippar.com

Contact: blippar.com/contact-us