

VR lets beauty product shoppers pick ingredients

South Korean beauty brand Innisfree uses virtual reality to take consumers on the Jeju Flying Bike experience to collect its products' natural ingredients.

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South Korean beauty brand Innisfree used virtual reality (VR) to solve the question of how to take customers on the same journey taken by the brand. Powered by in-store bicycles, customers escape the four walls of the company's new Shanghai Disneyland store by traveling on the Jeju Flying Bike.

Visitors pedal in-

store bikes to power their virtual reality travels around the UNESCO protected island of Jeju. Jeju is a volcanic island with a rich diversity of plant life, growing many of the ingredients used by Innisfree in its products. Using eye-

tracking software, bicyclists on the Jeju Flying Bike experience collect empty bottles they use to gather ingredients.

Exploring new worlds is a key attraction in the use of VR, and projects are using the technology for everything from healthcare to criminal law. A new game is teaching emergency birth care, and crime scene re-enactments are being used for jurors. How else could virtual reality be used to present different options in education and business?

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