PacSun Goes Back to School With Snapchat AR Lens

Lifestyle apparel retailer PacSun teamed up with Snap Inc. on an augmented reality lens that features its new back-to-school denim collection set in a desert landscape.

The companies said the AR world design was inspired by Morocco, the location of PacSun's latest marketing campaign.

Opening the Snapchat application in selfie mode gives users two options: world view brings up a desert featuring three of PacSun's back-to-school looks in an AR setting, and the app's shoppable AR tech lets Snapchatters purchase items directly via the retailer's website.

The lens is available to Snapchatters in the U.S. via Lens Carousel.

Snap cited research earlier this year, which found that 27% of college students on Snapchat plan to spend at least $700 on back-to-school shopping in 2020, while families in the U.S. with one student in high school are projected to spend more than $8.5 billion.

Influencer and PacSun brand ambassador Andrea Russett used the lens to browse the denim collection and posted her experience.

PacSun/Snap Inc.

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PacSun chief marketing officer Kristen D’Arcy said in a statement, “We wanted to surprise and delight our customers on Snapchat, enhancing their shopping experience using AR. So, we partnered with Snapchat to launch our back-to-school lens, giving them new options for trying on our latest styles from home. The lens has already proven to be a good source of high-impact impressions and engagements.”

https://www.adweek.com/brand-marketing/pacsun-goes-back-to-school-with-snapchat-ar-lens/