

Shop with Snap

Augmented reality is transforming how Snapchatters shop. It unlocks new digital experiences, making it possible to discover, try-on and buy clothes, accessories, beauty products, and preview home goods and other products in their space, no matter where they are in the world.



5 Billion+

Number of times 250 million+ Snapchatters engaged with AR shopping Lenses



Snapchat ranks as the #1 platform for sharing shopping moments. Learn more about AR Shopping on Snap below.

WHAT'S NEW FOR BRANDS

Creation

The new **Snap 3D Asset Manager** simplifies the development and management of 3D assets.

With **AR Image Processing Technology**, select apparel brands can leverage product images they already have in their catalogs to create AR try-on Lenses. Since no 3D assets are needed, this unlocks faster, more scalable creation of AR experiences.

New **AR Shopping templates in Lens Web Builder**, makes it fast and free for brands to import their AR assets and create shoppable virtual try-on and product visualization Lenses.

Discover

Dress Up is a brand new destination for Snapchatters and features the best of AR fashion and try-on experiences from creators, retailers, and fashion brands all in one place. It's available in Snapchat's Lens Explorer today. To participate in Dress Up, simply post your AR Shopping Lenses to your brand's free Public Profile on Snapchat.

Distribution

With **Camera Kit for AR Shopping**, we are offering a new opportunity to bring Snap's AR try-on and product visualization technology directly into 3P mobile apps. Select partners can transform the shopping journey for their audience by distributing digital-try on experiences on product detail pages across iOS and Android apps.

LEARN MORE ABOUT AR SHOPPING

Featured Partners

Hear how American Eagle and Goodr are using the latest AR Shopping features to create seamless try-on experiences for their customers.

WATCH NOW



American Eagle



Goodr