Snap’s Lens on 2021

‘Tis the season to celebrate the Lenses that transform your world.

Every day, people use Snapchat to express themselves, live in the moment, and learn about the world around them — and 2021 was no different. Lenses inspire our community, help them connect with their closest friends, and discover endless possibilities through our Camera.

With over 6 billion plays per day on average, Lenses offer a unique window into the year’s cultural moments, achievements in AR innovation, and trends that made a lasting impact. Join us as we celebrate our community and the 2021 Lenses that revolutionized the way Snapchatters create, explore, learn, and play.
AR is the future of shopping — it can help visualize not just how a pair of sunglasses looks, but how it looks on you. Going beyond today's online 2D shopping experience, AR makes trying on clothes completely custom. From Prada to MAC Cosmetics, there are so many ways to express your style and get your hands on the most covetable items of the year.

Earlier this year, Zenni optical drove a 7.9x return on ad spend with their Shoppable AR try-on Lens.

Prada: Using gesture recognition capabilities, shoppers use their hands to swipe through different purses, and can checkout when ready to buy.

Farfetch Off-White: Using new voice-enabled controls, check out a range of jackets from Off-White by just saying what color you like best.

Zenni: TrueSize Technology is changing the eyewear game, so shoppers can try AR eyewear and accessories that look just like the physical items.

OTHER GLOBAL FAVORITES...
- Powder Kiss Lip by MAC Cosmetics
- Piaget Polo by Piaget
- C-BEAR DRESS by Popul AR
- Dior 'B27 Sneakers by Dior
- Essie Expressie by Essie
- Venus In Furs by Barbara Barilani
- Sneaker 0 by London Design Museum
Over the years, we’ve taken some of the most innovative technologies and applied them to AR. Concepts that many consider futuristic are actually being used by millions of Snapchatters each day, built by our thriving community of AR experts. From learning American Sign Language to transporting yourself to the Arc de Triomphe in Paris, the experiences are endless.

**Fingerspell**: Using artificial intelligence from SignAll that tracks hand movements to translate American Sign Language, these Lenses teach you how to fingerspell common words, phrases — and even your name.

**The Final Christo: Original Works for The Arc de Triomphe**: Art lovers can transport themselves to Paris and experience Christo’s Landmarker installation, L’Arc de Triomphe, Wrapped — even if you didn’t get the chance to see it in person — thanks to this portal Lens.

**Reimagining Road Trips with AR**: Lauren Cason gives new life to old spaces with AR by taking the simple concept of local road signs to a whole new level with the help of next generation of Spectacles.

**OTHER GLOBAL FAVORITES…**

- **Avatar** by Snap
- **Halloween Kills** by Snap
- **Cheetos ‘Snap to Steal’** by Cheetos
- **Dance Twin** by Mike Porter
- **Wand Duel** by Allan Yde
- **Invisible** by Snap
- **OG MetaJacket** by RTFKT STUDIOS
With over 500 million monthly active users, Lenses offer a unique window into the year’s cultural moments and trends. This viral list — featuring everyone’s favorite ‘Little Bernie’ all the way to Squid Game — is a glimpse into the memes, content, and characters that took the world by storm in 2021.

**Little Bernie:** Bernie Sanders became an instant sensation when he was caught sitting cross-armed in knit mittens at the Inauguration. Amélie Tremblay brought ‘Little Bernie’ to the people, letting you place him anywhere you want using AR.

**Squid Game:** The obsession with Netflix’s Squid Game was impossible to miss! Squid Game-inspired Lenses, like Ian Runge’s, were trending, generating tens of millions of impressions across Snapchat and Spotlight.

**3D Cartoon:** From celebrities to pets, the world simply couldn’t — and wouldn’t — stop turning themselves into a cartoon character. The Lens has been viewed over 7 billion times!

**OTHER GLOBAL FAVORITES...**
- Photo Crop by Denis Rossiev
- House of Gucci by Ignite XR
- Smile by Snap
- Remove Beard by Snap
- Fire Glasses by Snap
- Body Tattoo by Snap
- Comics Style by Snap
The Snapchat Generation cares about the world around them, and Lenses are a way to engage with the issues that are important to them and their friends. From helping Snapchatters see themselves as the next generation of leaders to expanding awareness around climate change and the dangers of fentanyl, our Camera played an important role in driving social change.

**Do Good**

Lenses with you — and the world — in mind.

**Run for Office**: Through voice activation technology, a Snapchatter can declare ‘I want to run for office’ to get connected to the resources they need to help launch their campaign. Snapchatters can then take action and explore opportunities in their local community through Snap’s Run for Office Mini.

**Song for Charlie**: In partnership with Song for Charlie, our Lenses help raise awareness of the dangers of fentanyl and counterfeit pills, and encourage Snapchatters to take the “No Random Pills” pledge.

**Bleached Seas**: Helena Papageorgiou uses AR to show us the impact climate change — and more specifically global warming — is having on our ocean’s ecosystem.

**OTHER GLOBAL FAVORITES**...

- White House COVID-19 by The White House
- BlackBritishPlayer by Kungalimedia
- Monumental Perspectives by LACMA
- Yes I Donate - NHS Organ Donation by Snap
- BlackSoul Gallery by Leighton McDonald
- Celebrate Earth Day by Snap
- Club Unity by Snap
Sounds on Snapchat have been a hit, with more than 1.2 billion video Snaps created and 77 billion views since the feature launched last year. We’re changing the way our community listens to and discovers new music, enabling real friends to recommend and share music and create entertaining video content together. From J Balvin and Olivia Rodrigo, to emerging artists like Julia Wolf, there were no shortages of hits:

**Sour, Olivia Rodrigo:** This Lens featuring Olivia Rodrigo’s “Sour” stole the hearts of many.

**Una Nota, J Balvin:** The “Una Nota” Lens was made by Blnk and later added as a Lens available on J Balvin’s Snap Star profile.

**Big Poppa, Notorious B.I.G.:** Made by Blnk, this Lens took Notorious B.I.G’s “Big Poppa” to new heights.

**OTHER GLOBAL FAVORITES…**

- “Psycho” by Dixie D’Amelio
- “star-crossed” by Kacey Musgraves
- “Cold Heart” by Elton John & Dua Lipa
- “Happier Than Ever” by Billie Eilish
- “Smile” by Wolf Alice
- “Juicy J Locs” by Juicy J
- “Hoops” by Julia Wolf