Augmented Reality in Fashion

Fashion brands can create the psychological sense of presence using high-quality digital experiences in a way that was only previously possible with physical runways and fittings. There is news that speculate the use of capable phone handsets to promote such technology, and with 5g being laid down, the industry finds it an opportunity not to miss.

“The addition of the Lidar scanner powers a new level of AR creativity, which is meaningful for brands and retailers to engage audiences in immersive, new ways. For example, she says, retailers can create Snapchat Lenses that turn living rooms into brand showrooms or intelligently place a luxury item on a table (meaning the item can detect the table’s location).

There is also Ar that could be used to map out a person’s body that could be fitted for Ar-related merchandise like clothing and bags. There is already a company that started ar as a means to measure your clothing size for suits you can pay to order. So, right now they are doing as much as they can to give digital experiences not so able before.

Reference:

[How 5G will change AR and digital fashion | Vogue Business](https://www.voguebusiness.com/technology/how-5g-will-change-ar-and-digital-fashion)