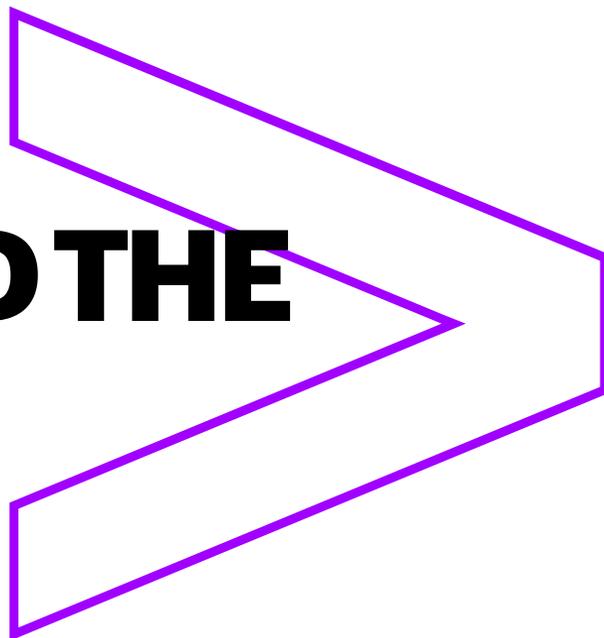


BEHIND THE STYLE

INTERACTIVE VR
COMMERCE



WHAT IS IT?

Consumers have become increasingly disinterested in traditional marketing tactics, so a fresh approach was needed to engage them and open up new channels for promoting and selling digital products and services. The Accenture Extended Reality (XR) group partnered up with Specular Theory, an immersive content studio to envision the future of Virtual Reality (VR) commerce. This led to "[Behind the Style](#)", an interactive story of a fashion shoot which **seamlessly blends fashion, technology and vcommerce** in a fun, natural and engaging manner.

The user is immersed in an interactive 360° video where characters address them and their actions can influence how the story progresses, inspiring purchases within the experience.

Users can seamlessly add products to their carts, just by looking at them. Brands and retailers can efficiently create the experience piggy-backing on traditional advertising productions like a photo shoot or a commercial shoot. By combining storytelling and tech with interactive branching choices, and the ability to actually shop and make purchases, an entirely new category of immersive experiences has been created. This experience is available on the Oculus Store, within the Secular Theory app. It also won *Best VR Commercial/Branded Entertainment Experience* at VR Fest in Jan 2018.



KEY FACTS

 **94%**

Of companies see personalisation as critical to current and future retail success [1]

 **2018**

1st ever VR Runway Show featuring Fashion Designed in VR showcased in Shanghai Fashion week [2]

 **\$105.2bn**

The VR and AR markets are worth approx. \$4.5bn in 2015 and are expected to grow to \$182 bn by 2025 [3]

BENEFITS

1. Consumers visualise on-demand how certain products look like on models and then use that to **inspire their purchasing decisions within the same experience.**
2. Promoting **brand loyalty** by giving consumers the chance to **interact with their products and brand** representatives in settings that were previously less accessible like a photo shoot.
3. Interactive 360° videos allow consumers greater control over their brand experience, **putting them in an exploratory mindset when they interact with the brand's products** rather than a judgemental mindset which is more common when they are made to sit through linear storylines in traditional advertisements.

[1] <https://www.shopify.com/enterprise/ecommerce-fashion-industry>

[2] <https://www.prnewswire.com/news-releases/shanghai-fashion-week-300621735.html>

[3] <https://www.businessoffashion.com/articles/fashion-tech/virtual-reality-growth-engine-for-fashion>