



TRY, SHARE AND SHOP: YOOX AND LUMYER COMBINE AUGMENTED REALITY & FASHION

MILAN, JUNE 23, 2017 - **YOOX**, the world's leading store for fashion, design and art, announces an exclusive partnership with **Lumyer**, the augmented reality camera APP that allows users to add AR effects to their photos and videos, bringing them to life.

The partnership is a fashion première: YOOX is in fact the first retailer to develop an exclusive set of filters enabling Lumyer's over 16 million users on [iOS](#) and [Android](#) to virtually **try, share and shop** a selection of quirky designer accessories from YOOX. Lumyer's augmented reality technology will allow users to see themselves trying on handbags, sunglasses and jewelry from YOOX, creating "live fashion shoots". The images may then be shared on social media, and the accessories bought on YOOX, directly through the App with a swipe.

The partnership with Lumyer has been developed to engage Lumyer's users and YOOX's customers worldwide in a more playful and personal way and is part of a wider brand focus on creating unexpected content to entertain and constantly surprise customers.

"Mobile is at the heart of what we do and we're delighted to be partnering with Lumyer, making us the first retailer on the platform. Through this partnership, we believe our customers will enjoy a more engaging and playful retail experience on mobile" **commented Alessandra Rossi, President of YOOX**

"It's fantastic to partner with YOOX and welcome them as our exclusive retail partner. Lumyer offers users the chance to create a visually stunning and unique photos and videos, and in partnering with YOOX and showcasing its range of accessories, this visual appeal is enhanced further," **commented Diego Mortillaro, Chief Executive Officer at Lumyer**

This new exciting feature will be available on Lumyer from June 22 to celebrate YOOX's seventeenth birthday.