NORDSTROM

Augmented Reality Comes to the Nordstrom App, Making Shopping More Fun and Customizable

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We are always looking for ways to elevate the customer experience and bring our legacy of service to life in a digital context. We are excited to launch Nordstrom's first AR experience within the Nordstrom app.

What is this and why is it important?

Customers can now view more than 300 different men's, women's and kid's shoes in 3D or augmented reality on the Nordstrom app. This feature enables customers to see the product up close in high resolution, without physically having the item in front of them. Customers can choose to zoom in and out of every angle or place the product in their own space to get a sense for how it would fit with their existing wardrobe.

Our hope is that with this new feature, customers will have greater confidence in their online purchases as they are better able to evaluate a product, which reduces the hassle of needing to return an item that's not right for them. This is one way we are creating an engaging and immersive experience for customers on our app today.

How does it work?

Customers open the Nordstrom app, pick a shoe style, and click on "View in 360°." This view will allow them to get a three-dimensional, highly detailed view of the product. To view the shoe in augmented reality, customers need to tap on the "AR" button at the top of the screen. See below for a video demo of this feature. [See the video demo here.](#)

Nordstrom was an early adopter of digital, having launched its digital business in 1998. Over the years, they have continued to evolve the app as a shopping destination that is more personalized, connected, and convenient. This new feature is just one way that we are creating a seamless shopping experience for customers whether they are in-store or online. For more information on our apps and their unique features see [here.](#)

When will it be available?

This feature is now available to all Nordstrom app users on iOS. We plan to listen to our customers to see what other categories may be interesting in the future!