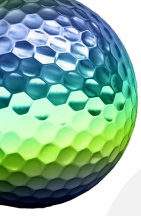


Virtual Try-On in the *Limelight*

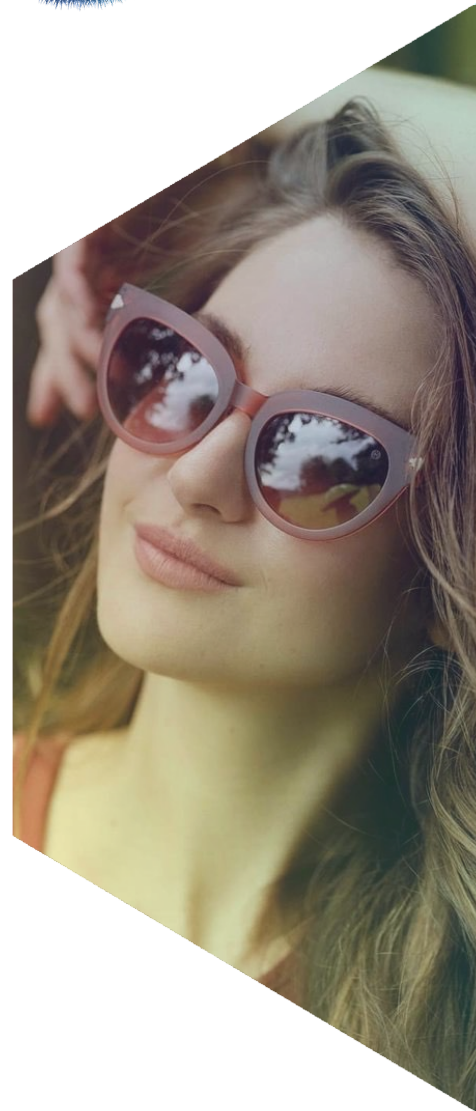
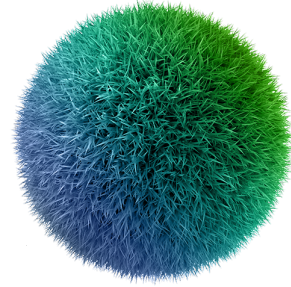
Case Study - December 2021





01

The Goal



Karün, a sustainable eyewear company, was looking to improve their overall user experience through augmented reality and increase their sales conversion rate. They already had a virtual try-on solution on their ecommerce site provided by Fittingbox. However, they needed to scale production of high-fidelity 3D models. Hexa's augmented reality capabilities and 3D model creation were implemented to make the digital world feel as if online shoppers were trying on Karün's products in person.

About Karün

Based in Patagonia, Karün was founded with the aim to change the way people interact with the planet. The company's name in the Mapuche language means "be in nature." The creation of their products exists under the Karün Conscious Development Model, which involves recycling partners, sustainable development and social partners. From their manufacturing mode to their philosophy, it's clear that the company prioritizes people and the planet.



The Question:

Does virtual try-on add value to the shopping experience and will Hexa's tech stack transform the experience for the better?

Our Aims



- Provide Karün with high-fidelity, 3D assets at scale
- Increase VTO Sessions
- Boost Sales



02

The *Test*

Virtual Try-on – The Process

Hexa created 3D models to provide a best-in-class experience for Karün’s customers. Customers could browse products and click “Try Online.”

By doing so, their camera captured their face and the glasses appeared digitally over their eyes. Shoppers could see exactly what they would look like if they were actually wearing the glasses. With a product as personal as glasses, Karün was already aware of the importance of virtual try-on.

3D/AR Experiences

In order to make it as impactful as it became, the 3D models had to be photorealistic and maintain their fidelity. At the same time, the experience needed to be powered by accurate face recognition and augmented reality technologies. Hexa made sure to deliver both.

In roughly one month’s time, Karün was able to transform and optimize their virtual try-on capabilities to better serve customers.



03

The *Results*

An Improved Vision

Visitors who used virtual try-on (VTO) ended up using the feature an average of 3 times per session. This mimics the experience that customers have when shopping for glasses in a store, where they try on multiple styles before finding the perfect pair.

Hexa took this a step further and implemented 3D models on the Collection Page. In turn, Karün experienced a 43% increase in VTO uses over the option appearing on individual product pages.

In the second period following the implementation of the new VTO experience, Karün witnessed a 10% increase in orders.



+43%
VTO Use

+10%
Orders



04

The *Conclusion*

Quality Matters in Virtual Try-On

With Hexa's help, Karün grew their page views and increased their order volume. The conscious brand had already utilized virtual try-on, but the results showed just how much the high-fidelity models and technology matters.

On the heels of the successful VTO enhancements, Hexa is continuing to work with Karün. Hexa is creating renders and lifestyle images with the goal of further boosting Karün's sales and delivering a desirable digital shopping experience.



About Hexa

Industry Leading 3D Tech Stack

- Integrates with one line of code. No development required
- Creates 3D models from just a few images
- Complete solution: Creation, Management Delivery and Optimization
- Support for all formats and platforms
- 3D / AR / VR / Social Networks / 3D Advertising and more



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