Aviraté introduces Virtual Reality Shopping

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The 3D virtual store at Aviraté

Aviraté celebrated the launch of the 3D Virtual Store together with its spring collection.

With the introduction of the Virtual Mirror at their Flagship Store in 2017, Aviraté, always seeks opportunities to enhance the shopping experience of their customers and as such launched their 3D Virtual Store recently. Set up in collaboration with Odlo Interactive, the 3D Virtual Store allows customers to ‘walk’ through the Aviraté Flagship Store right from the comfort of their homes. Any customer can access at ease from any location. This latest technological innovation offers customers the convenience of shopping at an Aviraté Store without the limitations faced by a conventional store, such as closing times and parking space. Additionally, the 24-hour open ‘virtual walkthrough’ provides you with a detailed description of the garments via the Aviraté Online Store, which is just a click away, allowing you to purchase the items with the greatest ease.

Prior to the launch of their 3D Virtual Store,Aviraté is Loyal Customers were treated to a preview of the Spring Collection.

The new collection, which focuses on feminine, utility and sporty urban style, offers a diverse range of silhouettes designed for different body types, including the addition of a more youthful selection targeting the younger generation customers.

The Spring Collection features casual wear in natural fabrics, floral prints and stripes to office wear in contemporary and modern silhouettes to evening wear designed with delicate floral embroidery, textured fabrics and vintage blooms.