

Topshop customers take virtual front row seat at Fashion Week

The retailer has teamed up with a tech firm to create a virtual experience of London Fashion Week

BY JENNIFER CREEVY

Fashion retailer Topshop will give its customers the chance to sit on the front row at London Fashion Week in a virtual reality experience.

The Topshop Unique show, part of London Fashion Week, will be streamed from the Turbine Hall at the Tate Modern into a virtual world created by 3D agency Inition at the retailer's Oxford Circus store.

From Sunday to Tuesday, customers at the shop will be able to experience a virtual London Fashion Week using Oculus Rift headsets. Shoppers wear the headsets to enter the 360-degree virtual world, which includes a live runway feed and backstage action.

Cameras will record the catwalk and behind the scenes to give a sense of presence at the show, and each participant will be able to look around at the models passing in



Topshop's virtual reality catwalk show can be viewed at its Oxford Circus store

front of them and the celebrities they will be – virtually – sat next to.

Arcadia owner Sir Philip Green said: "The Unique show is going from strength to strength – not only in terms of the collection but also in how we share this with our customers at home and in our stores, giving them an up-to-the-minute runway show experience. This season's live

stream in virtual reality between two iconic London destinations, the Tate Modern and our flagship store in Oxford Circus, takes the idea of the traditional fashion show to a new dimension as we continually look for new ways to engage, excite and involve our customers."

Topshop will run a competition online and five winners will

be the first to experience the virtual world.

Andy Millns, co-founder and creative director of Inition, said: "This unique technology has the potential to open up fashion shows to the consumer at home and we believe this will be the first of many executions of this kind."

Last year Topshop teamed up with Chirp, a platform allowing users to share information including pictures through sound technology.

Consumers were given access through Chirp to exclusive pattern room, backstage and catwalk photos from the retailer's show.

It also hosted a Chirp and Twitter 'garden' in the flagship Oxford Street store where customers could access content.