



Pakistan First Ever Augmented Reality Fashion Catalogue By Cresset Technologies

Pride of Pakistan: Technical wizards at Cresset Technologies have successfully launched the world's, first-ever 3D enabled Augmented Reality fashion app for Eastern-wear.

Cresset Technologies, pioneers in Pakistan's e-commerce sector, has teamed up with the country's own fashion leader, Sapphire, to introduce the world's first 3D enabled Augmented Reality (AR) online shopping experience for an Eastern-wear brand.

After a grueling 18 months in development, the release of this e-commerce innovation has finally materialized. With the country's largest retail footprint, Sapphire was the natural choice to introduce the innovative 3D enabled Augmented Reality app to Pakistan's fashion consumers. A strategic advertising agency, Manghi Communication Services (MCS) was responsible for linking Sapphire with Cresset Technologies to roll out this historic precedent.

Sapphire's full Lawn collection of 130 outfits is showcased in 3D on the downloadable app which received over 2000 android downloads in the first hour of its launch. The exciting app features both Augmented Reality (AR) and Virtual Reality (VR) technologies. A complete 360-degree view of each and every intricately worked design can be "placed" in your environment to examine even the finest details before a purchase.

Want it? Consumers can download the new app on Android and iOS under the name of Sapphire AR. Following a quick tutorial, the augmented shopping experience is literally at your fingertips.

What's next? Opening doors for the future of e-commerce, Cresset Technologies' aim is to help clients address the transforming digital needs of accelerating technological advances. The changing competitive landscape and the rise of the empowered consumer drives Cresset's team to provide opportunities that enhance productivity and maximize the value of relationships with customers.

Who are we? Cresset was founded in 1998 by the Chairman Mr. Azhar Malik & CEO Mr. Asad Malik. Since its inception, the firm has expanded its offices in the United States, Singapore, Tanzania, U.A.E and Pakistan, boasting a current team of over 200. Along with Global Fortune 50 clients, the focus of the firm is to harvest long-term e-Commerce and technology partnerships with leading fashion brands and designers worldwide.