

Snapchat Unveils Festive AR “Winter Village”

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Global social-media platform Snapchat has introduced a new augmented reality (AR) shopping experience this holiday season, called the “**Winter Village**” — a festive, immersive retail environment bringing luxury shopping directly into users’ phones from December 1 to 31, 2025.

A Virtual Holiday Mall With Luxury Brands

In this first-of-its-kind AR activation, Snapchat has partnered with luxury houses Chopard, BOSS and Lancôme. Each brand hosts its own digital boutique within the Winter Village, designed for immersive exploration and direct shopping.

- The Chopard boutique offers a refined, paper-like ambience where users can browse jewelry and watches, with interactive product cards describing each piece.
- Lancôme’s section reimagines its perfume store as a glowing, train-inspired carriage above snowy mountains — fragrances are presented like treasures, each with its own story.
- The BOSS experience transforms into an “Augmented Factory,” featuring copper-toned decor, wooden crates and animated conveyor belts — spotlighting the BOSS × Steiff holiday collection.

Users can access the Winter Village via the app’s Lens carousel or each brand’s public profile; once inside, they can explore, interact with products, and complete their purchase directly through the brand’s e-commerce site — essentially replicating a real-world boutique visit in AR form.

Why It Matters: The Crossroads of Tech and Retail

The launch of Winter Village reflects how brands are increasingly experimenting with immersive technologies to meet changing consumer expectations, especially among younger, mobile-first customers. For Snapchat, the initiative moves beyond simple filters or novelty lenses — positioning AR as a full-fledged retail channel.

With holiday shopping historically being a peak period for gift discovery and impulse purchases, this AR activation is well-timed. It offers convenience, novelty, and an engaging way to browse luxury products — bridging the gap between online ease and the experiential feel of in-store shopping.

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