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Swarovsky App Gets Your Pretty Woman On

Posted on December 1, 2011 by Rob Medich





You say you're more like the Julia Roberts *before* than the Julia Roberts *after* in *Pretty Woman*? And, yeah, you'd like to strut down Rodeo Drive all decked out in Chanel and Gucci and Dolce and all with a Roy Orbison song pumping behind you? But, you know, that's so much *work*? Well has Swarovski Elements got an augmented reality app for you!

The crystal maker—working with Goldrun—has partnered with the merchants in the Rodeo Drive shopping district in Beverly Hills to create an app ([get the Goldrun app here](#)) that allows shoppers to virtually get up close with the merchandise. Whether it be trying on couture or getting showered by crystals (see images above and below), the app allows smartphone users to capture them in altered states of fabulousness.

Of course, all this virtuosity is aimed to get people to actually *buy* this stuff. So the lazy Julias in paragraph one will need to step it up (or recruit a Richard Gere-like benefactor). Augmented reality can only go so far.





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