

LEONARDO

Smartshopper Tutorial



smart
shopper

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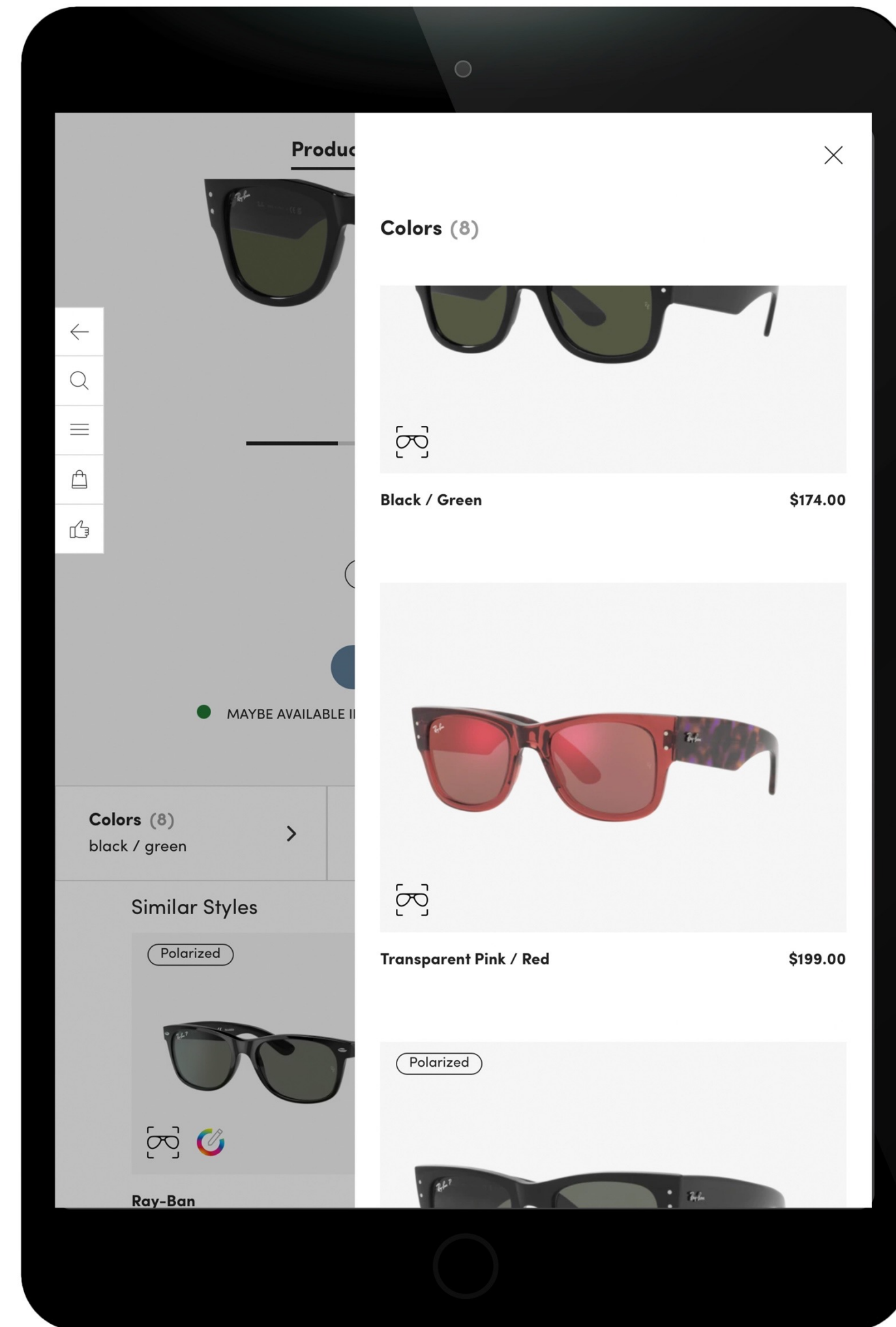
What Is Smartshopper

What Is Smartshopper?

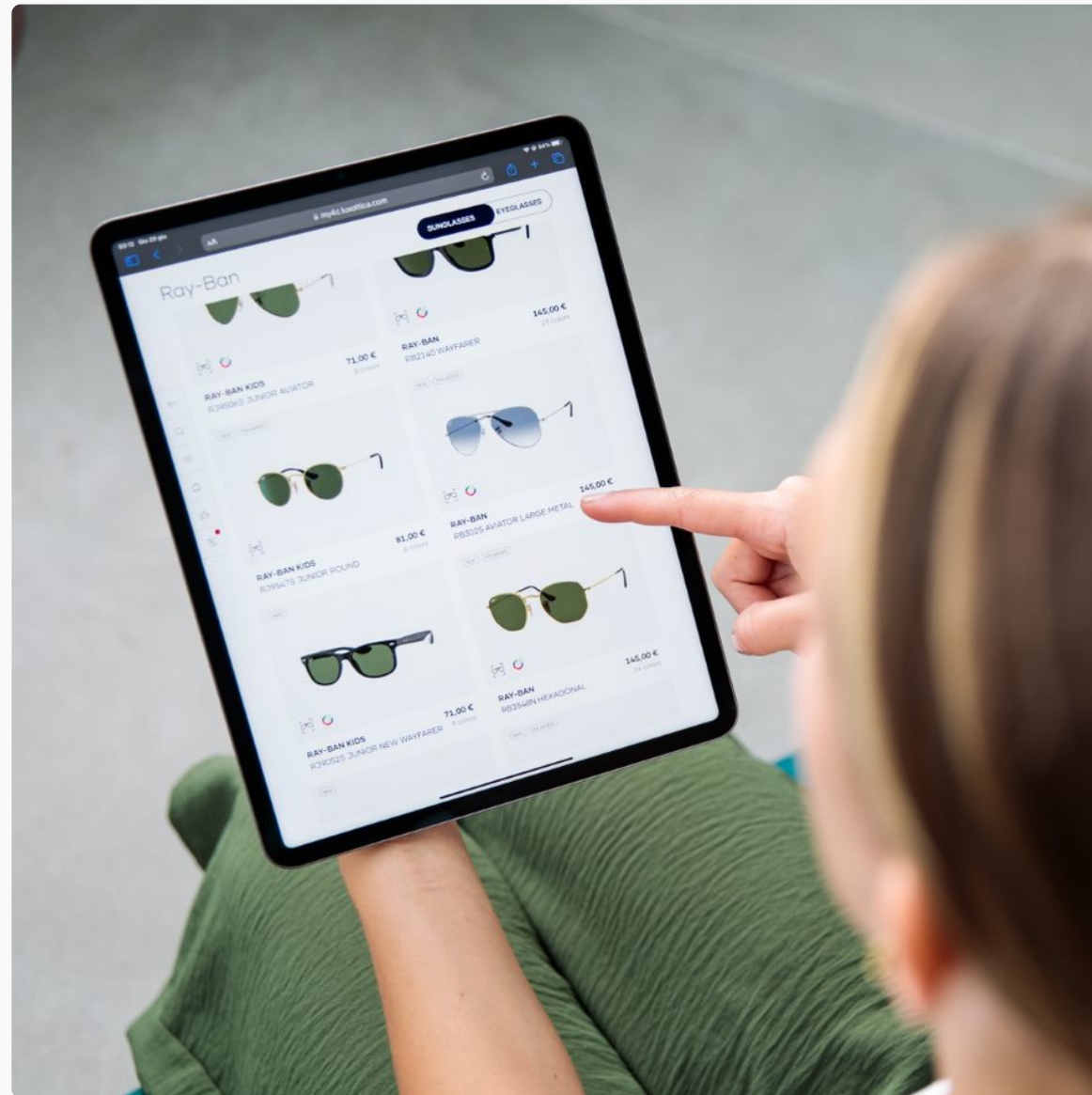
Smartshopper is the first-ever digital optical store, home to a vast portfolio of products that enables you to browse and shop from an endless catalogue.

With Smartshopper, besides the collections displayed physically on the wall in-store, your customers and patients can try on different models virtually or find their perfect frame thanks to the Frame Advisor technology that is fully integrated into the system.

Your customers and patients can use this digital tool to personalize their Ray-Ban and Oakley eyewear via an interactive configurator, turning it into a smart and immersive tailor-made experience.



What Is Smartshopper?



Infinite Catalogue



Customization



Augmented Reality

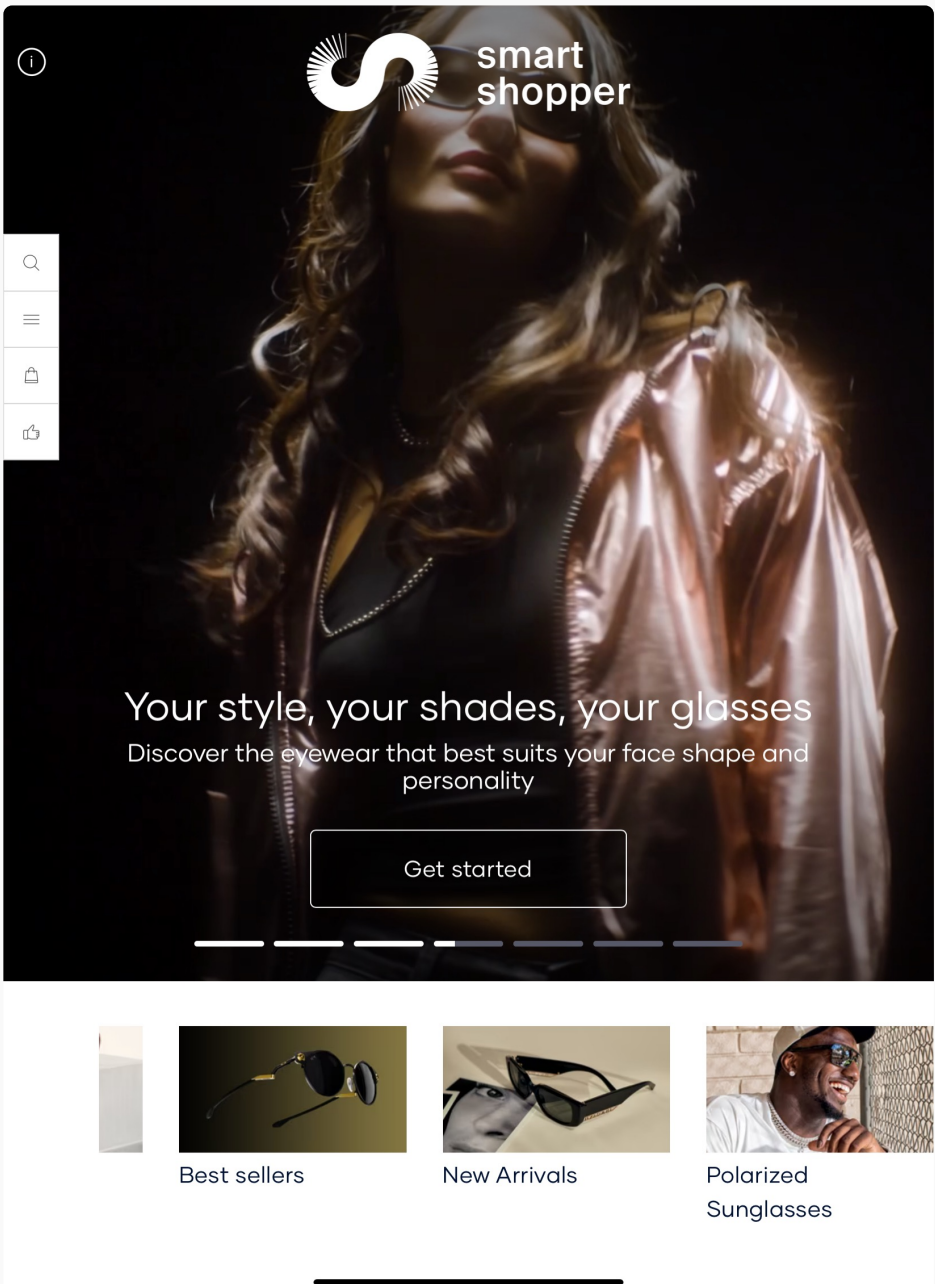
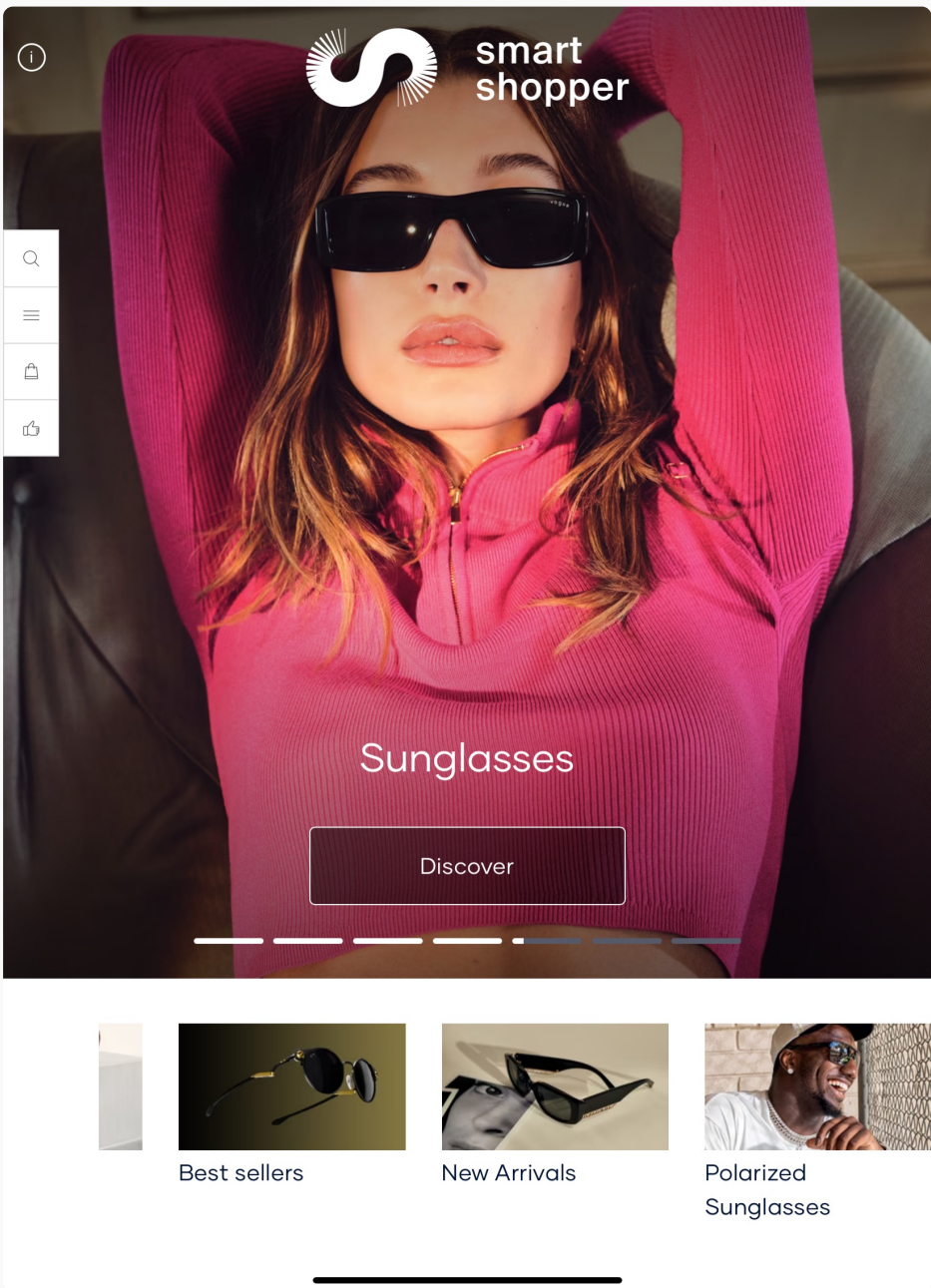
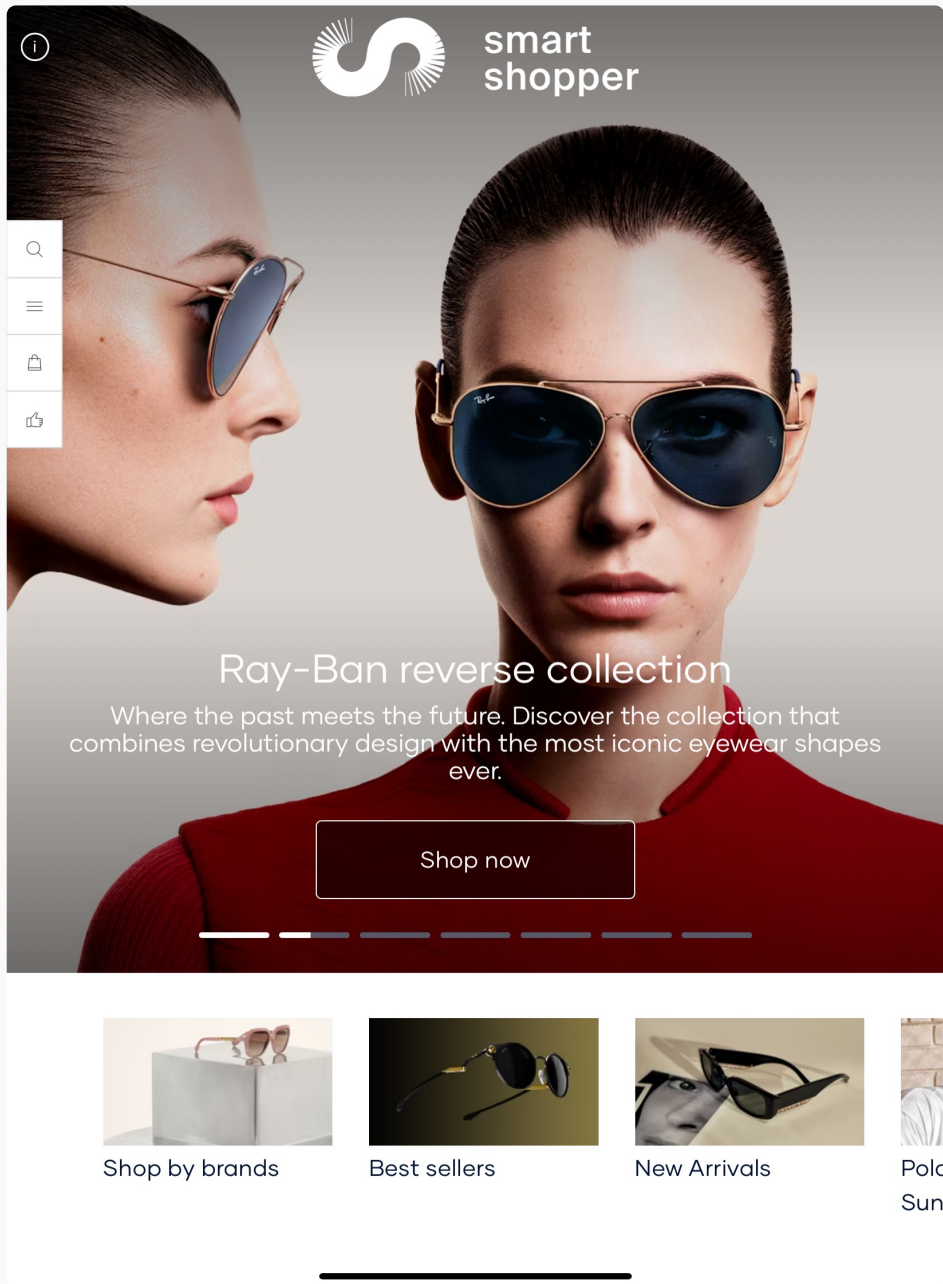
Start Your Journey With Smartshopper

Start Your Journey With Smartshopper



When you go into Smartshopper, you will first see a screen with a carousel of images and videos that you can scroll, various categories at the bottom, and a sidebar on the left side. All these features provide access to different product categories or capabilities.

The search and drop-down menus facilitate navigation, and there is also the option to use the barcode reader for faster access to a product page using a physical product displayed on the wall in-store.



Key Features: The Infinite Catalogue

Key Features: The Infinite Catalogue

The standard SKUs offered in Smartshopper are part of the MYEL portfolio and include all sunglasses and eyeglasses, goggles, and accessories. Since it is fully integrated with MyEssilorLuxottica's digital infrastructure, Smartshopper allows opticians and sales associates to expand the physical assortment through the digital experience this tool provides.

Thanks to the infinite catalogue available in Smartshopper, you can:

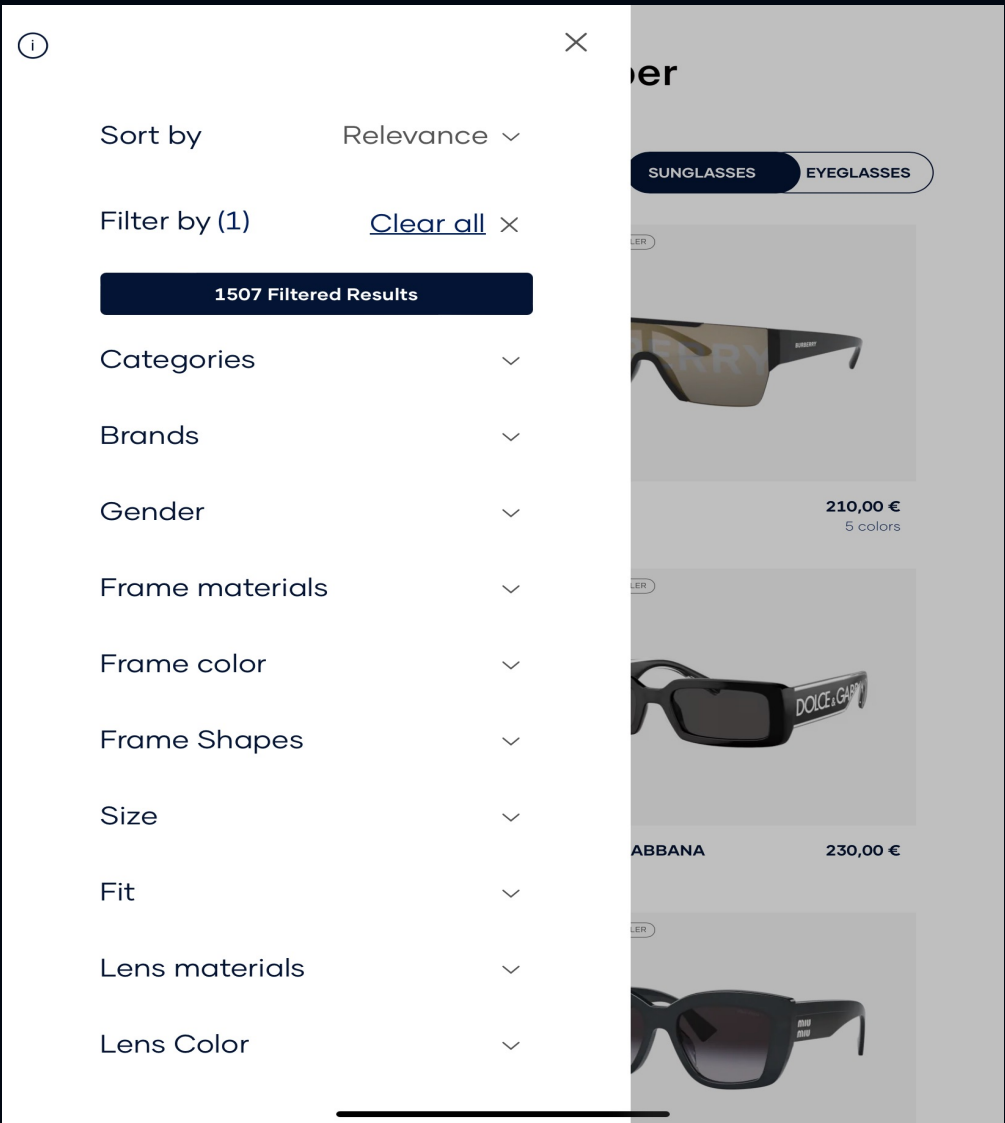
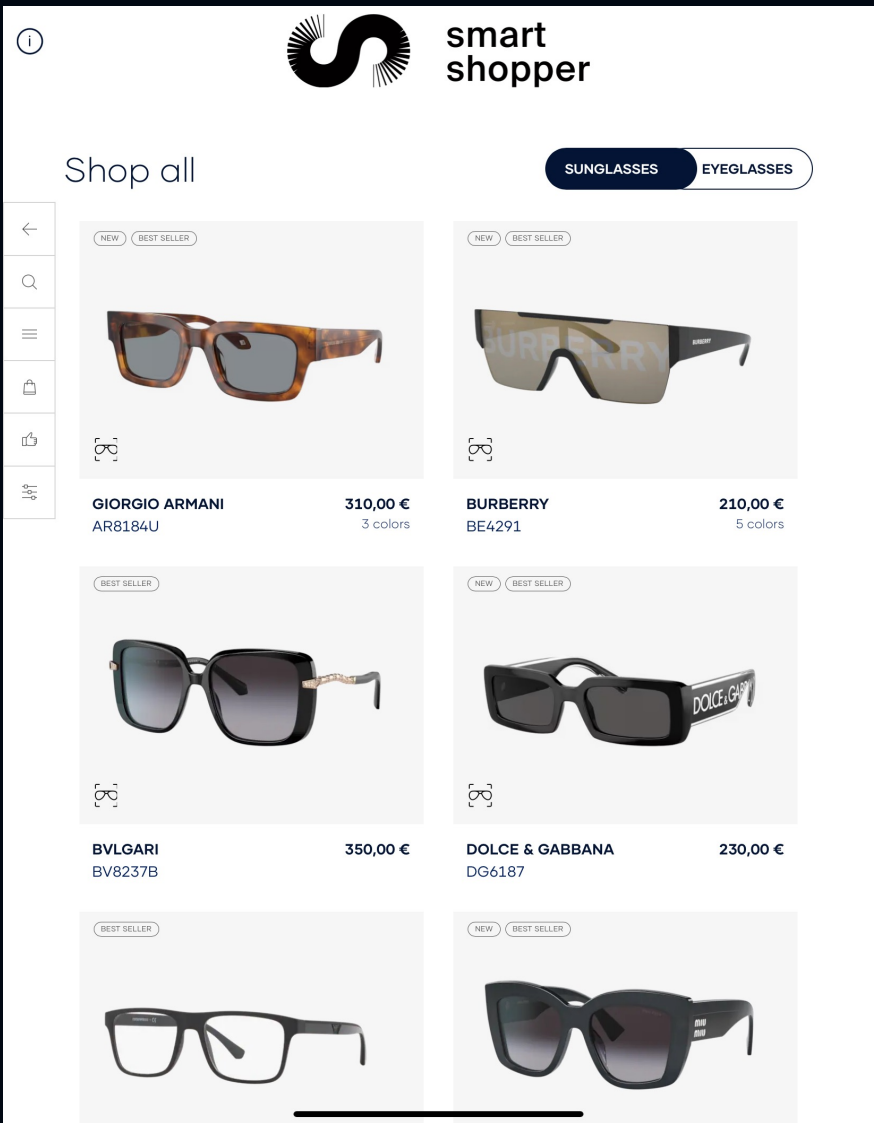
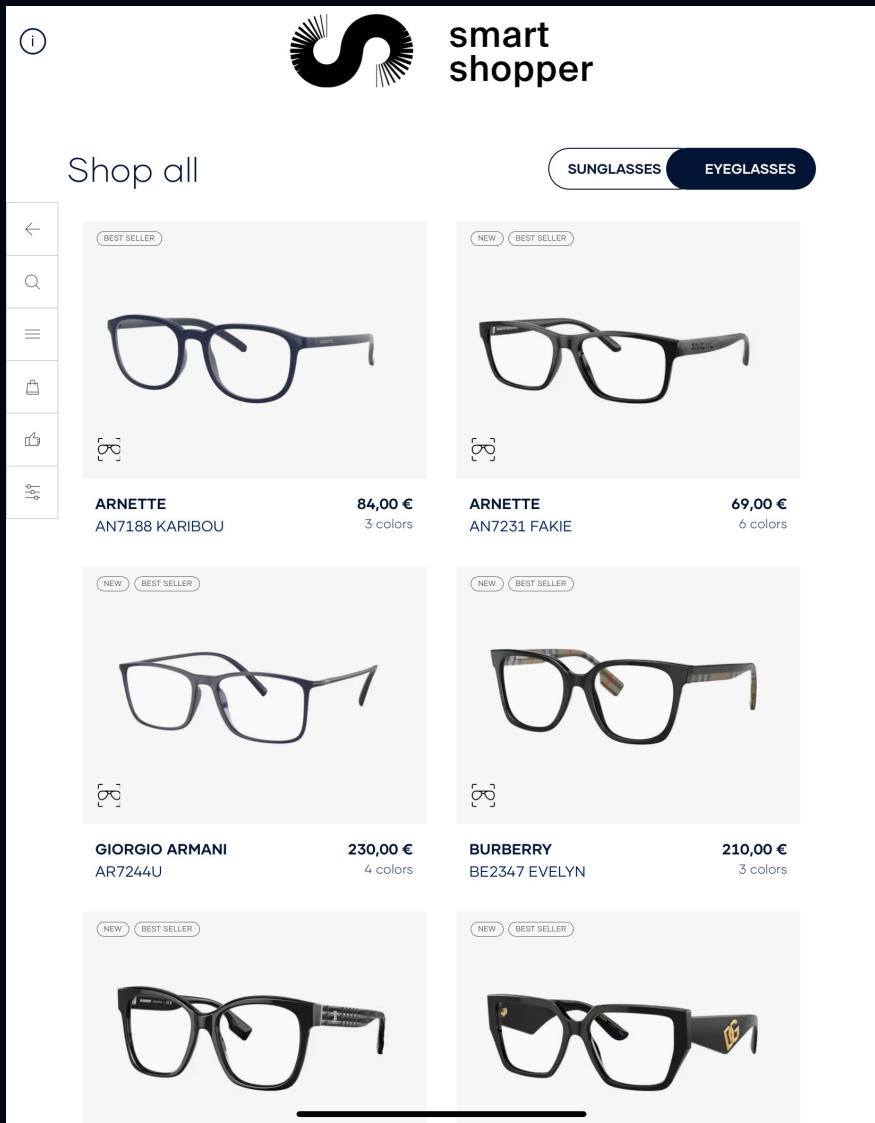
- Satisfy customers with specific requests regarding frames not available on the wall (e.g., color/size/shape)
- Rely on a digital tool for products that are not high-runners or that usually have limited facing (i.e., kids, goggles, etc.)
- Maintain or reinforce a leadership position in the market with an offer that is always up to date



Browse and Shop an Infinite Catalogue



Explore an extensive selection of items using Smartshopper. You can begin to browse starting from either the drop-down menu on the left, using the filters to narrow down your search, or from the home page, where you can start navigating from either the Sunglasses or the Eyeglasses page. Remember that SRPs (Suggested Retail Prices) can be hidden according to your preference.



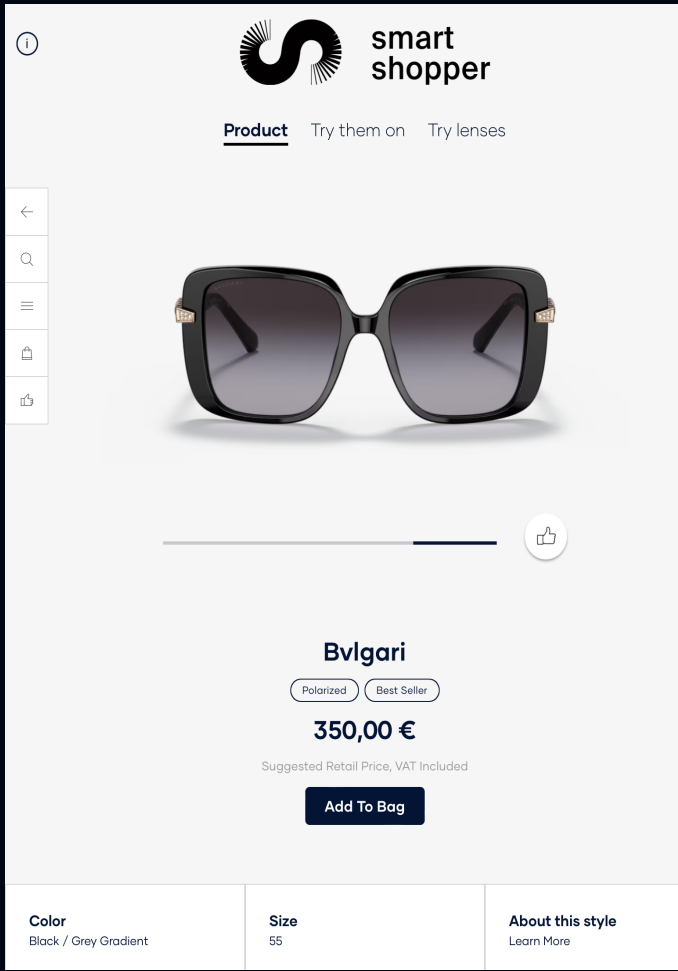
Once on the PLP (Product List Page), it is easy to switch between Sunglasses and Eyeglasses using the toggle button in the top right corner.

Whether you want to browse sunglasses or eyeglasses, you can filter by brand, frame material and shape, color, size, and lens material and color, in addition to special features such as foldable or flexible frames.

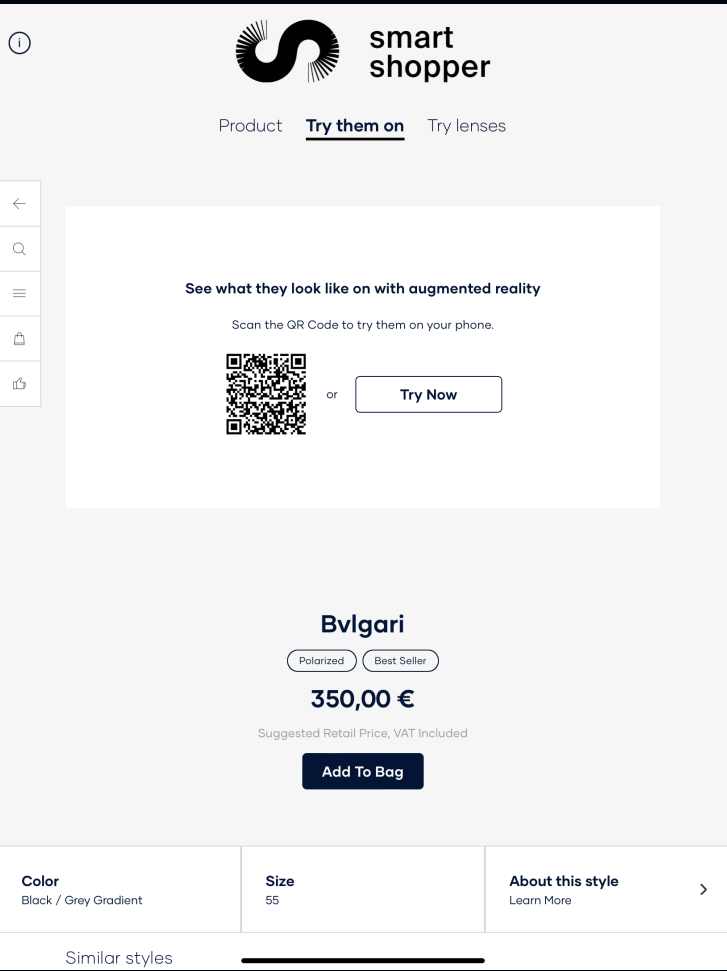
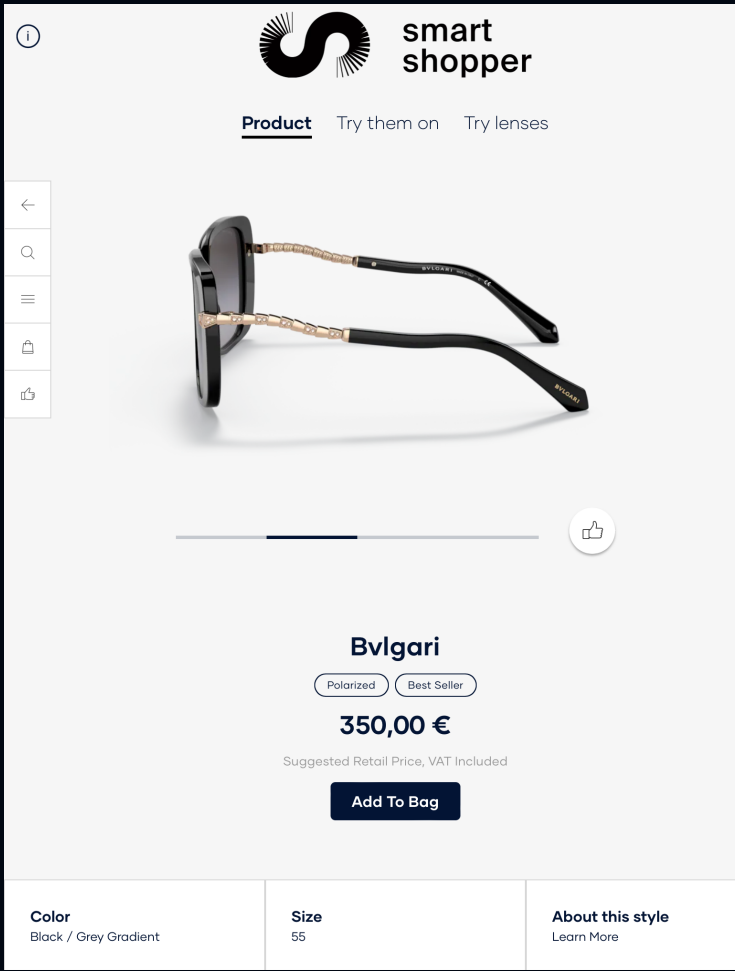
Browse and Shop an Infinite Catalogue



Smartshopper has been specifically designed for B2C use. Once on the Product Display Page (PDP), you can:



Check out the details of the glasses thanks to amazing 3D images and “like” to add them to a wish list.



Try eyewear on virtually.



Discover the effect of the lenses by tapping and holding down the “Try Lenses” circle.



Key Features: Customization

Key Features: Customization

Smartshopper offers the ability to personalize Ray-Ban and Oakley eyewear to create unique combinations of different lenses, temples, colors, and cases. There is also the option to engrave text on the lenses (Oakley) or temples (Ray-Ban), turning the eyewear selection process into a custom experience.

The ability to build a tailor-made final product is highly engaging for your customers and the results will always be one of a kind. The goal of Smartshopper is to generate a sense of uniqueness and excitement in every customer who uses it.

Playing with iconic models from brands such as Ray-Ban and Oakley allows you to:

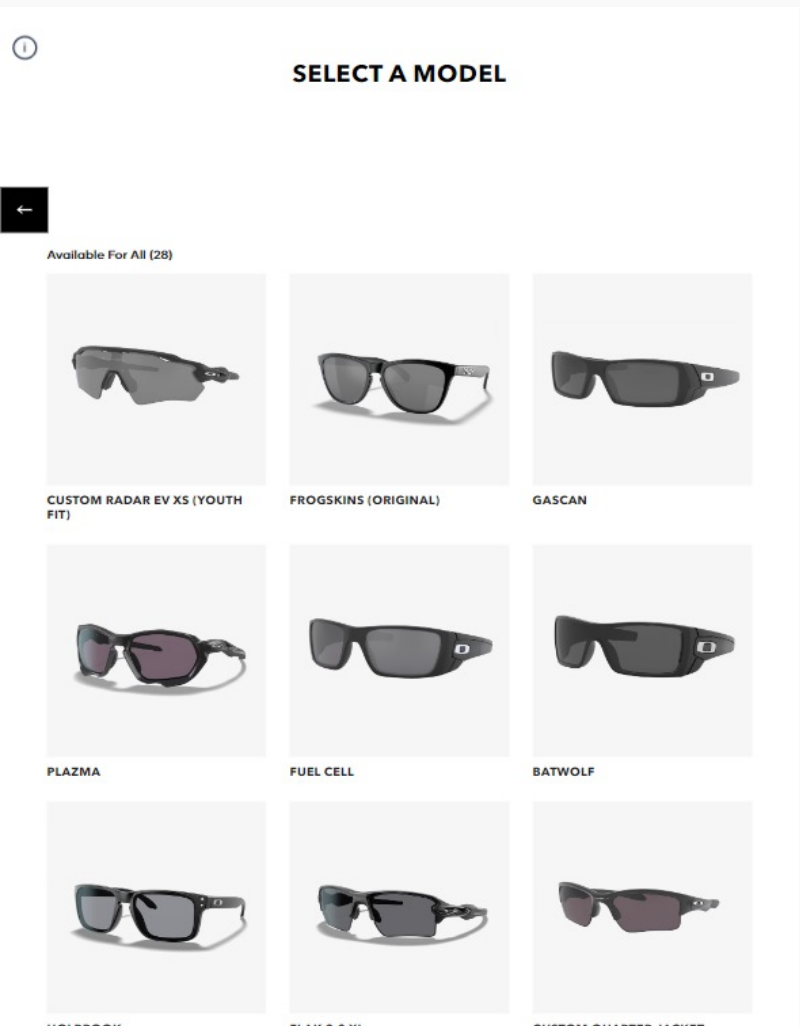
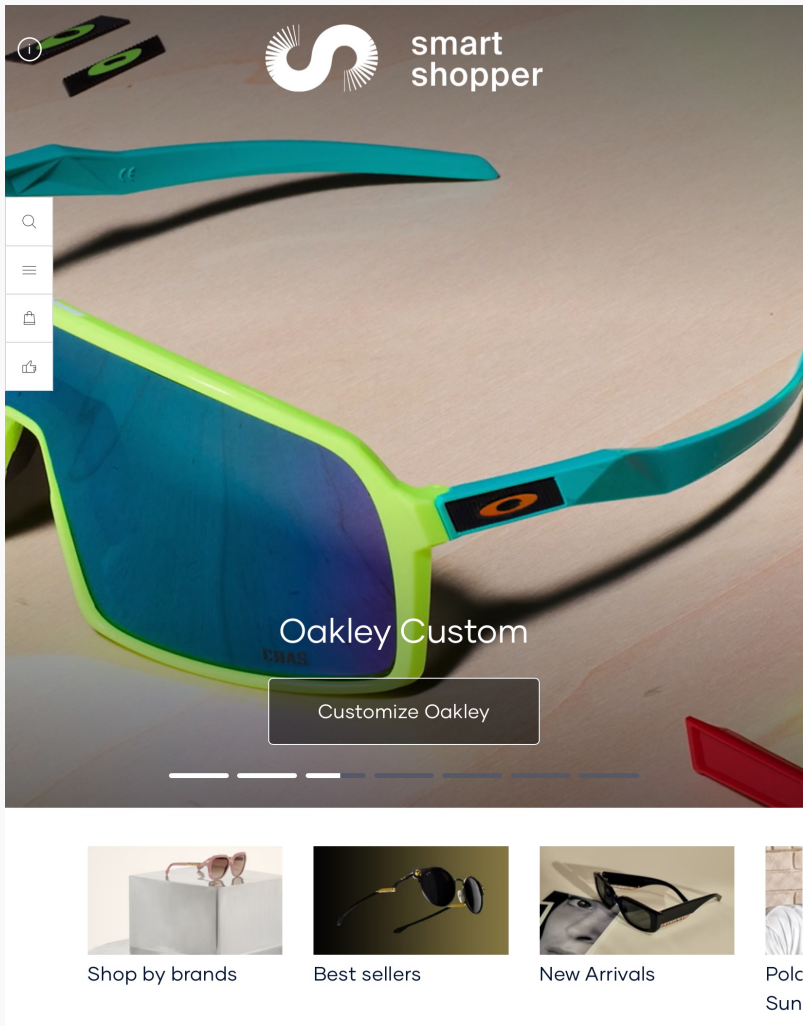
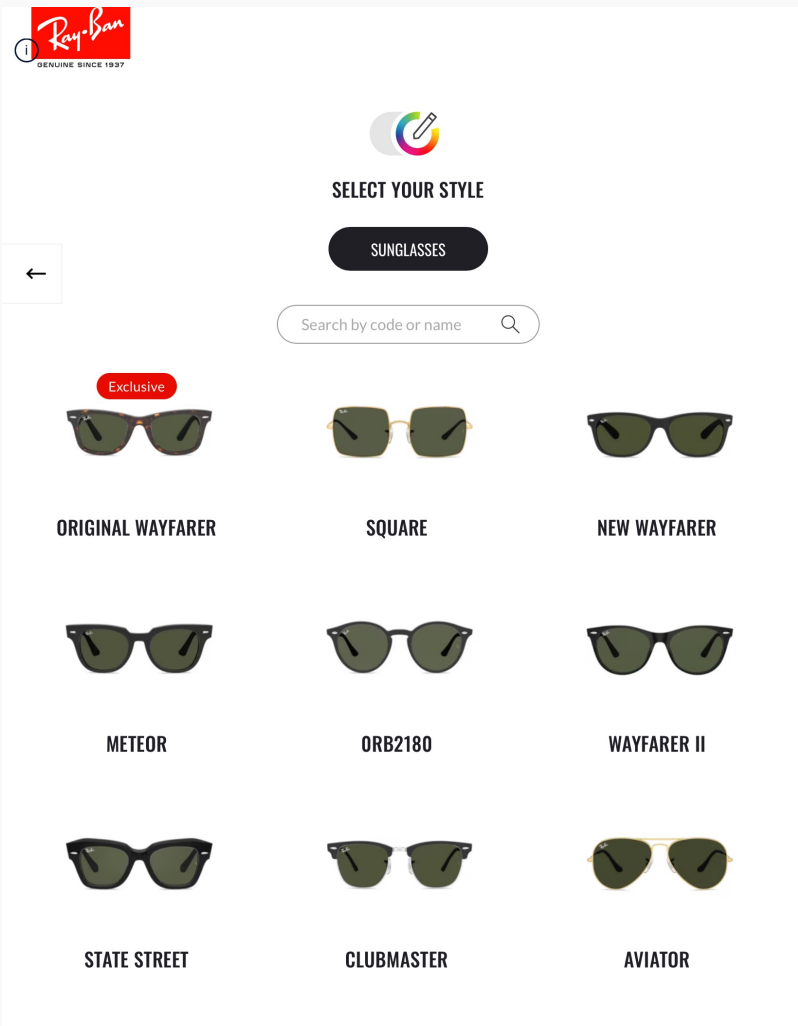
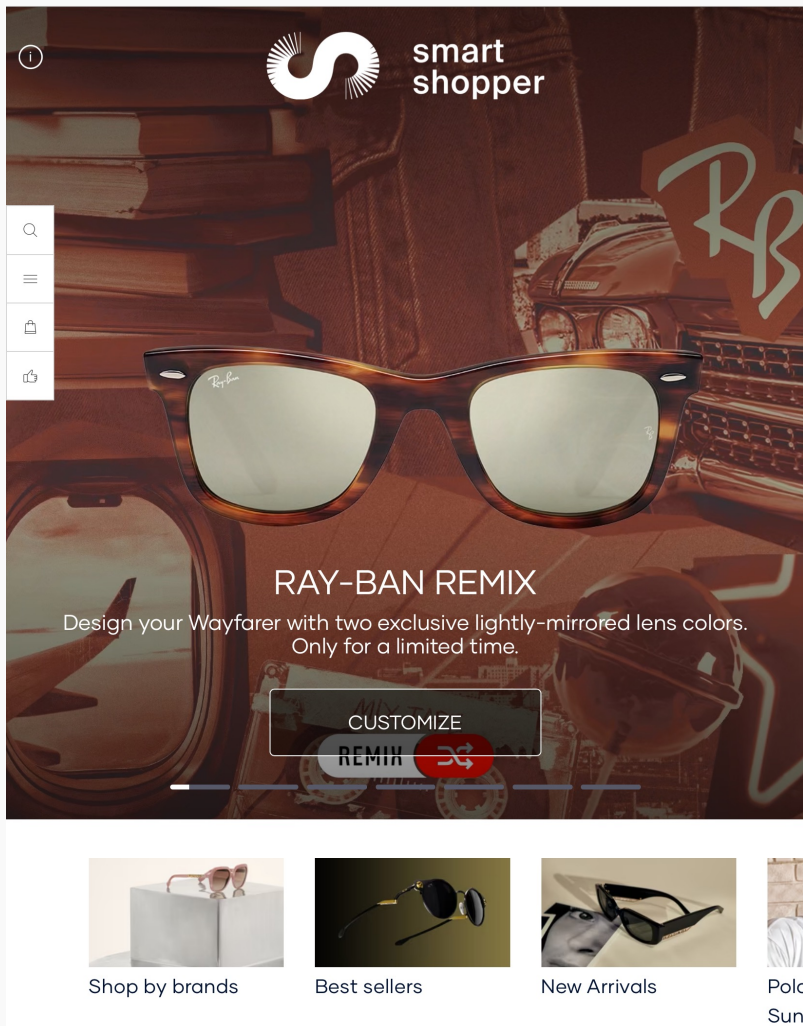
- Connect better with customers who love to express themselves
- Celebrate special events and products intended as gifts
- Create unique and inspirational collections



How To Personalize on Smartshopper



You can access the interactive configurator from either the dedicated hero banners on the home page or the drop-down menu on the left. Each of the two brands has dozens of models available to customize and hundreds of different combinations ready to truly satisfy any customer’s needs. Customization is a great way to upgrade and learn more about customer tastes, something that is key for making future recommendations.



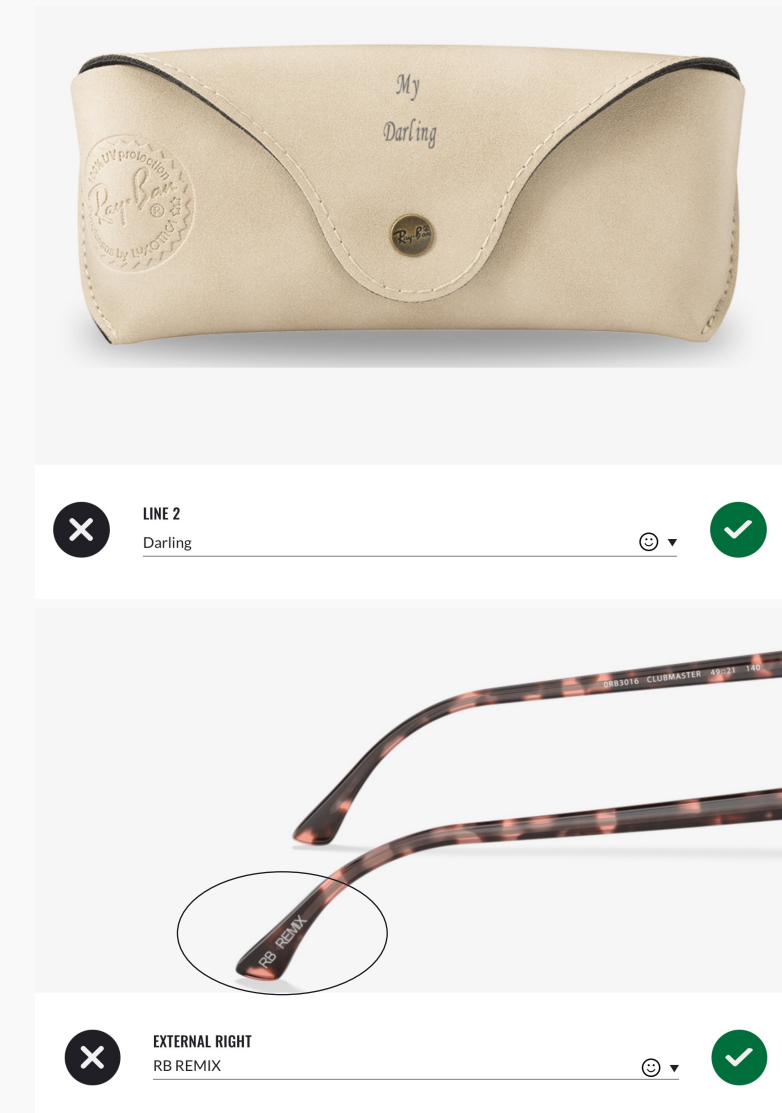
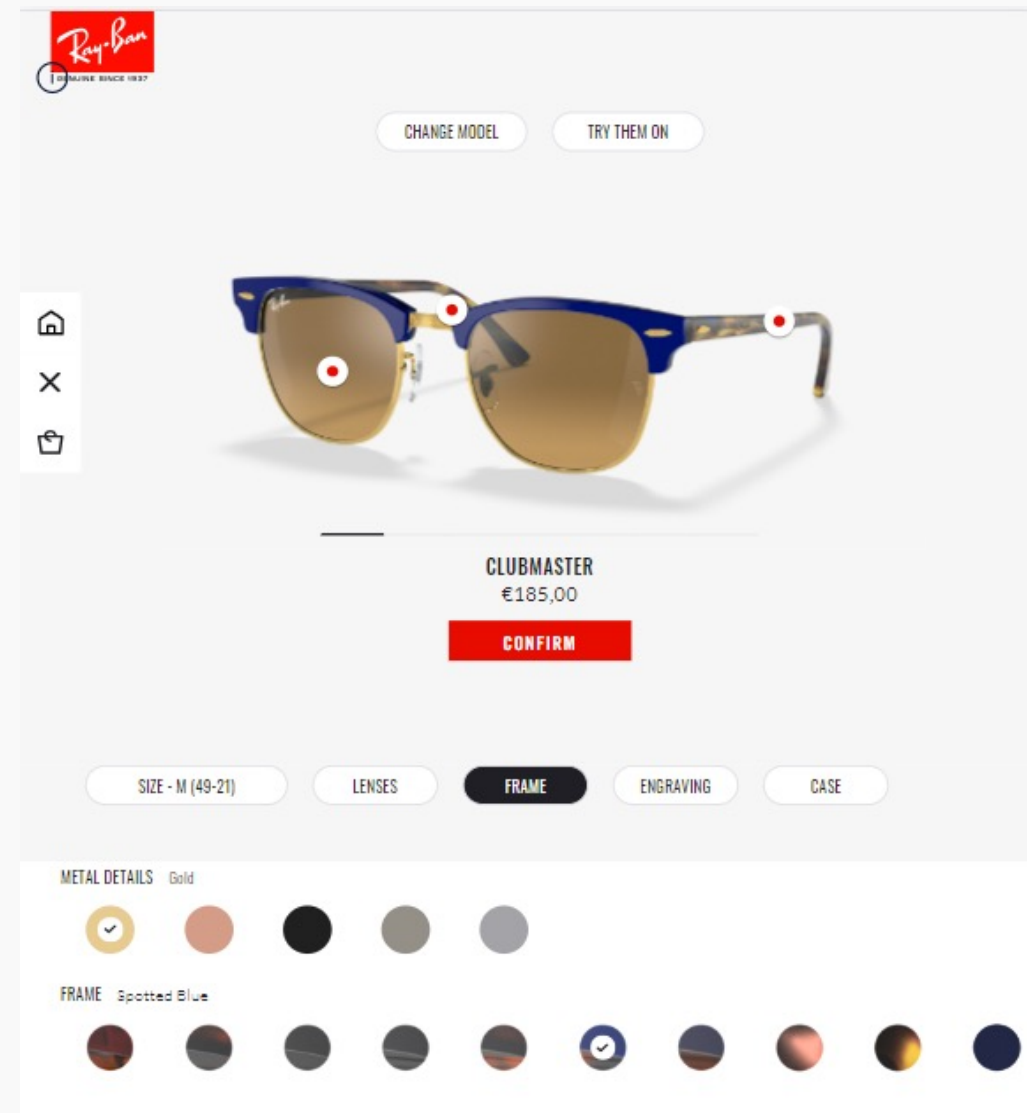
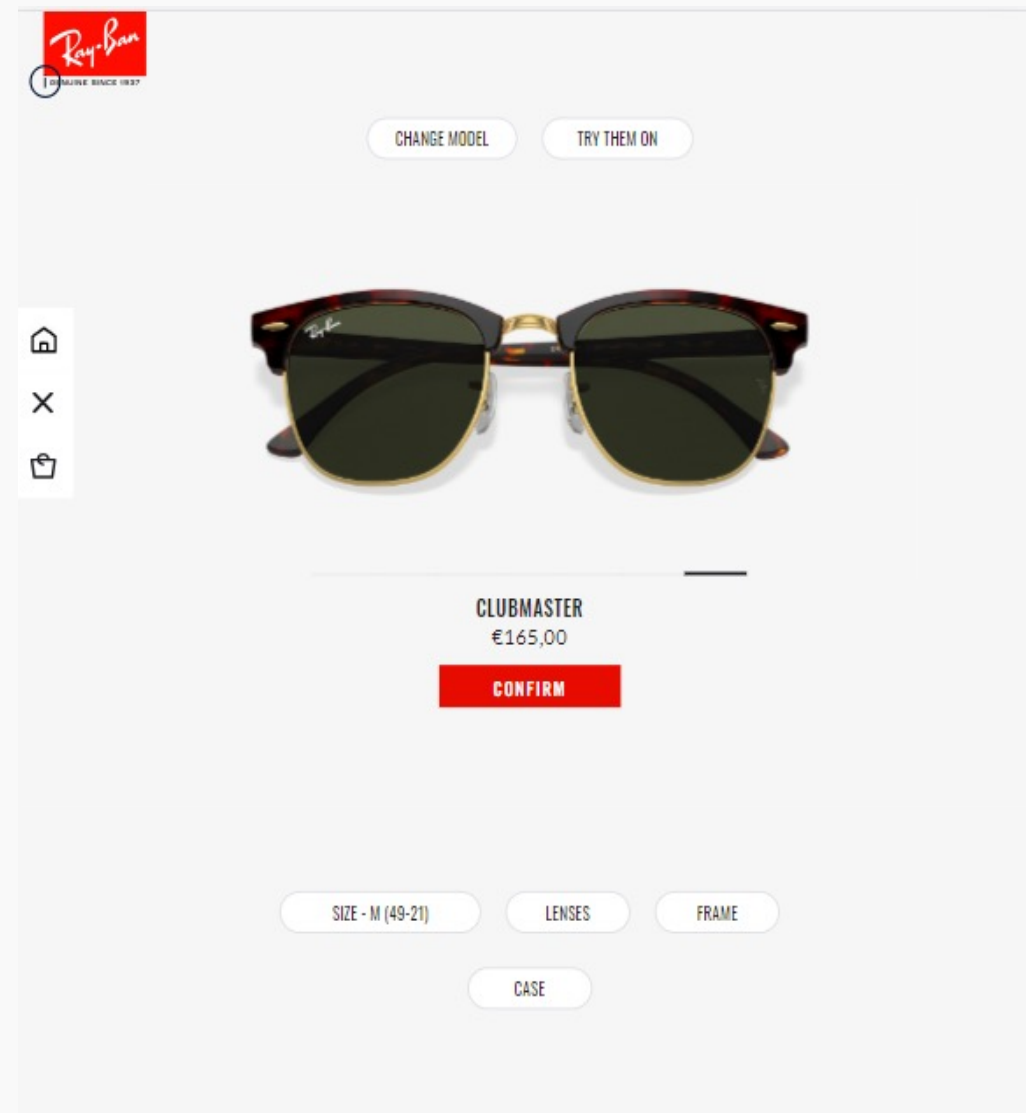
Ray-Ban Remix hero banner and landing page.

OCP hero banner and landing page.

How to Personalize on Smartshopper: Ray-Ban Remix

For Ray-Ban, it is possible to customize frame color, temples, temple tips, and lenses, with all types available for selection, including Chromance and polarized.

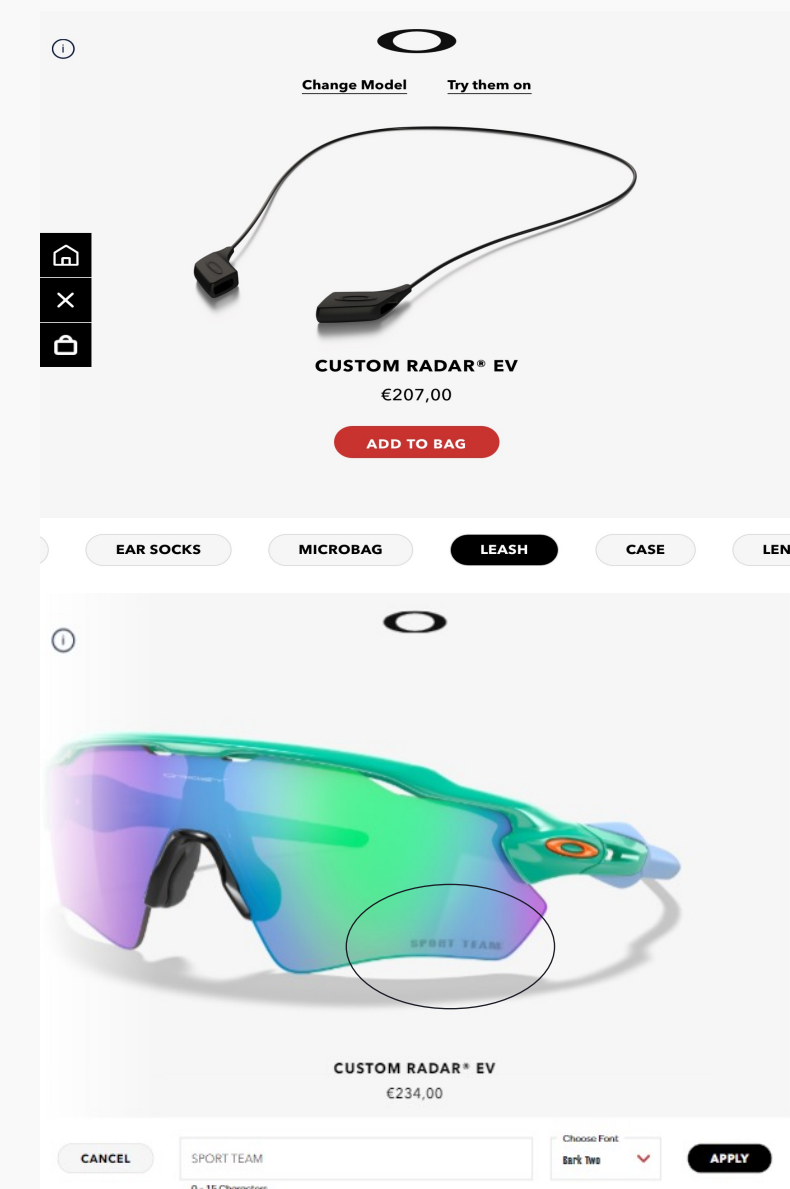
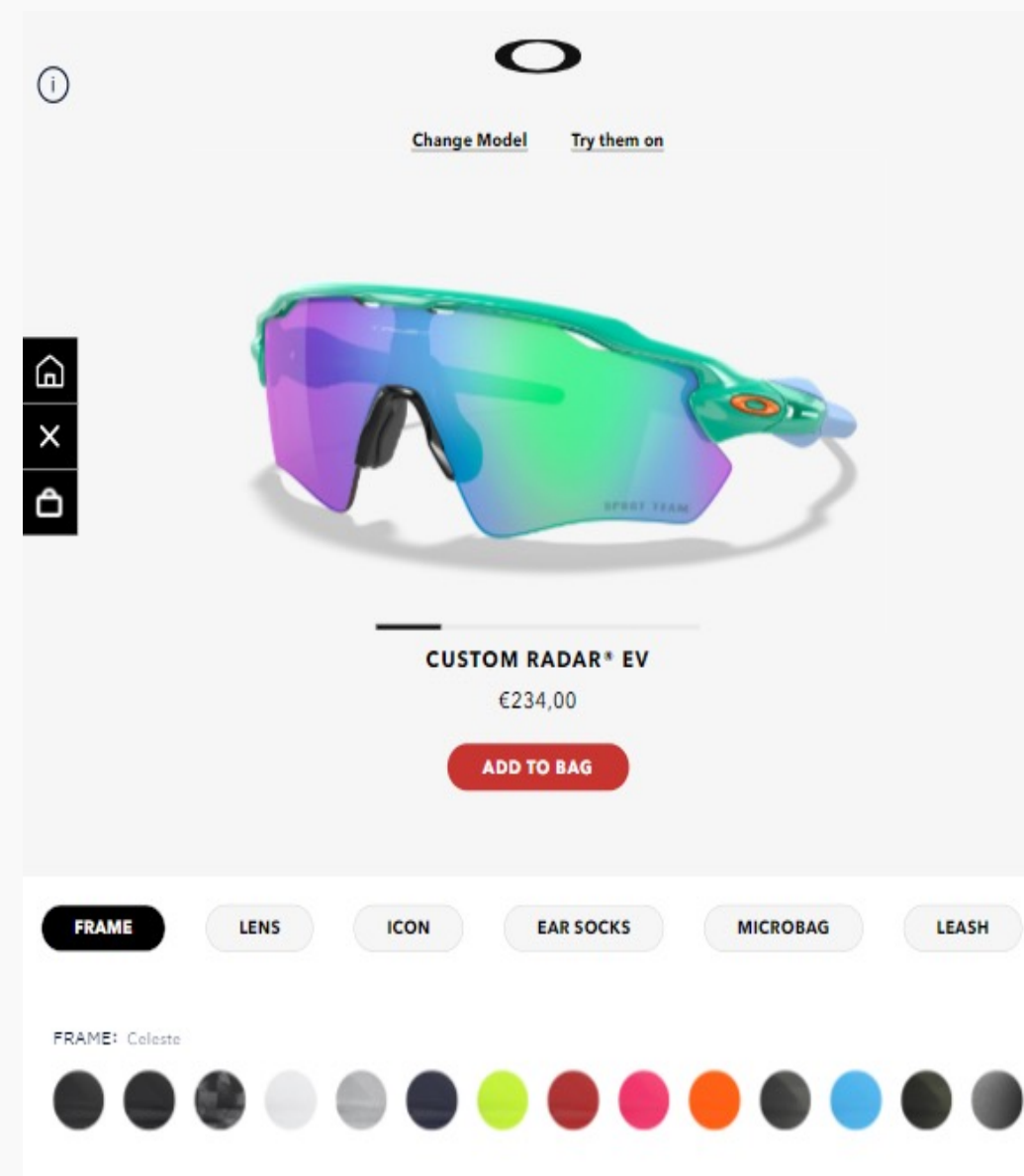
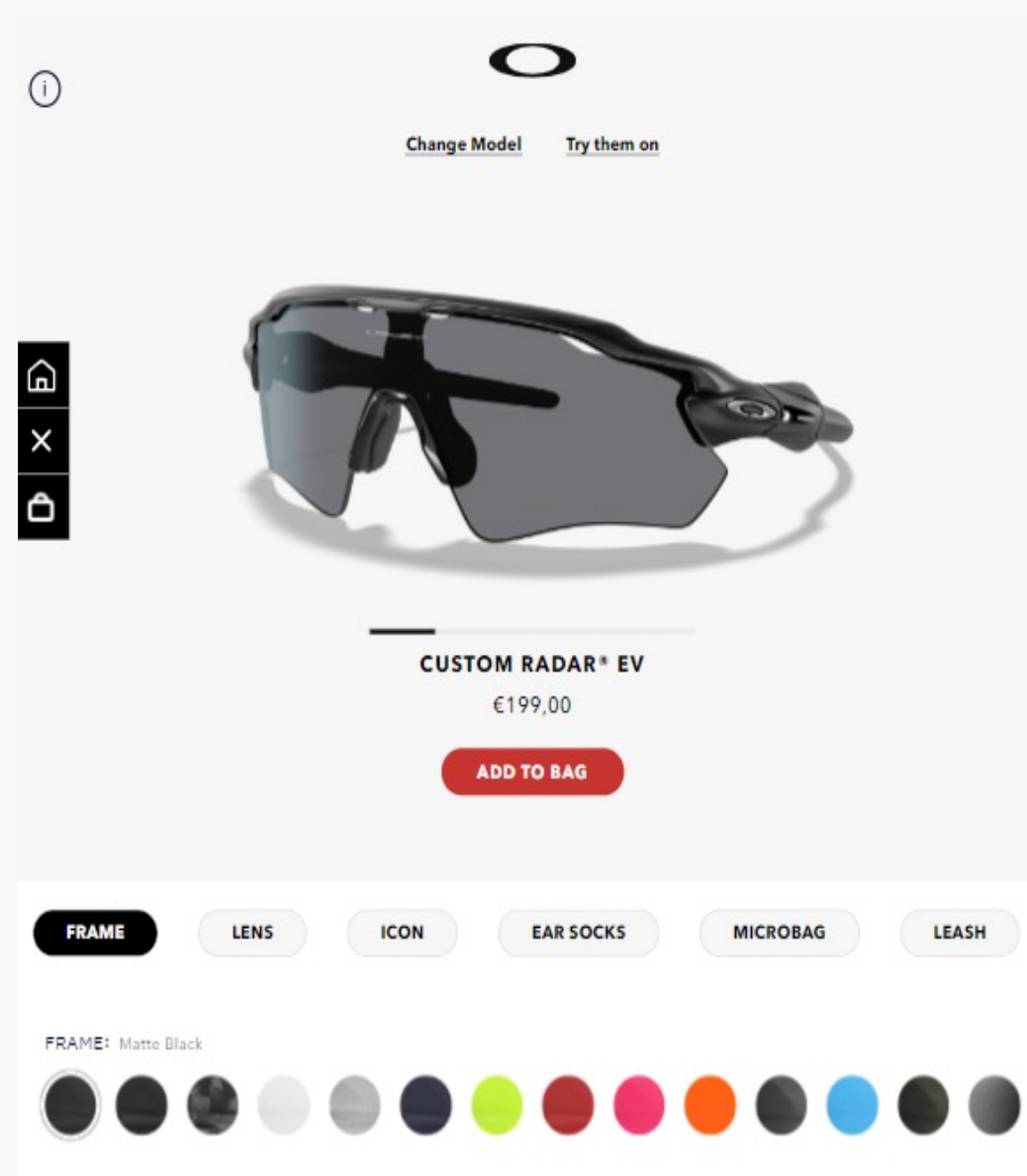
Customers can choose to engrave the temple tips with different text styles and colors, either externally or internally, as well as select a standard or premium case and engrave it, too. This is a great option for products intended as gifts or for special events.



How to Personalize on Smartshopper: OCP

Oakley Custom Products are available with a wide variety of options, including icons and Prizm lenses. There is also a simulator available to further discover the special color effect of these lenses.

Text can be etched onto the lenses, such as the name of a sports team or a sporting event, for example, or with anything that can help to express taste, behavior, and personality. It is also possible to add a leash and select from different microbag styles. The Oakley configurator offers endless options for customers who want to create their own exclusive eyewear.



Key Features: Virtual Mirror

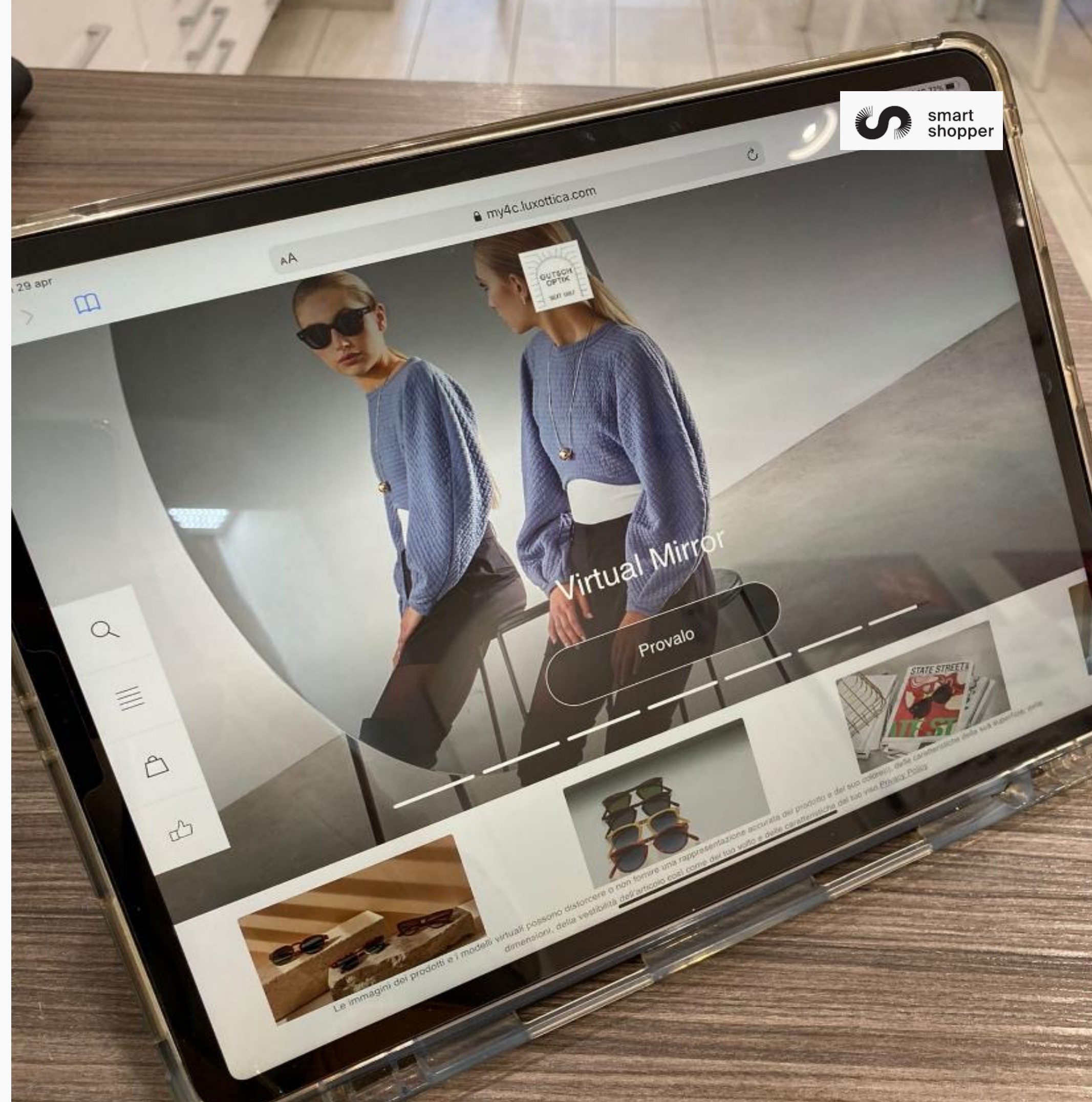
Key Features: Virtual Mirror

Thanks to the augmented reality integrated directly into the tool, there is great potential to expand your customer base by reaching those looking for something different.

With the Virtual Mirror, your customers and patients can try on different models virtually — even ones you do not have on your wall — and in all variants, both standard and personalized and sunglasses and eyeglasses.

In addition, the ability to share images on social media increases customer engagement, providing the perfect combination of virtual and reality.

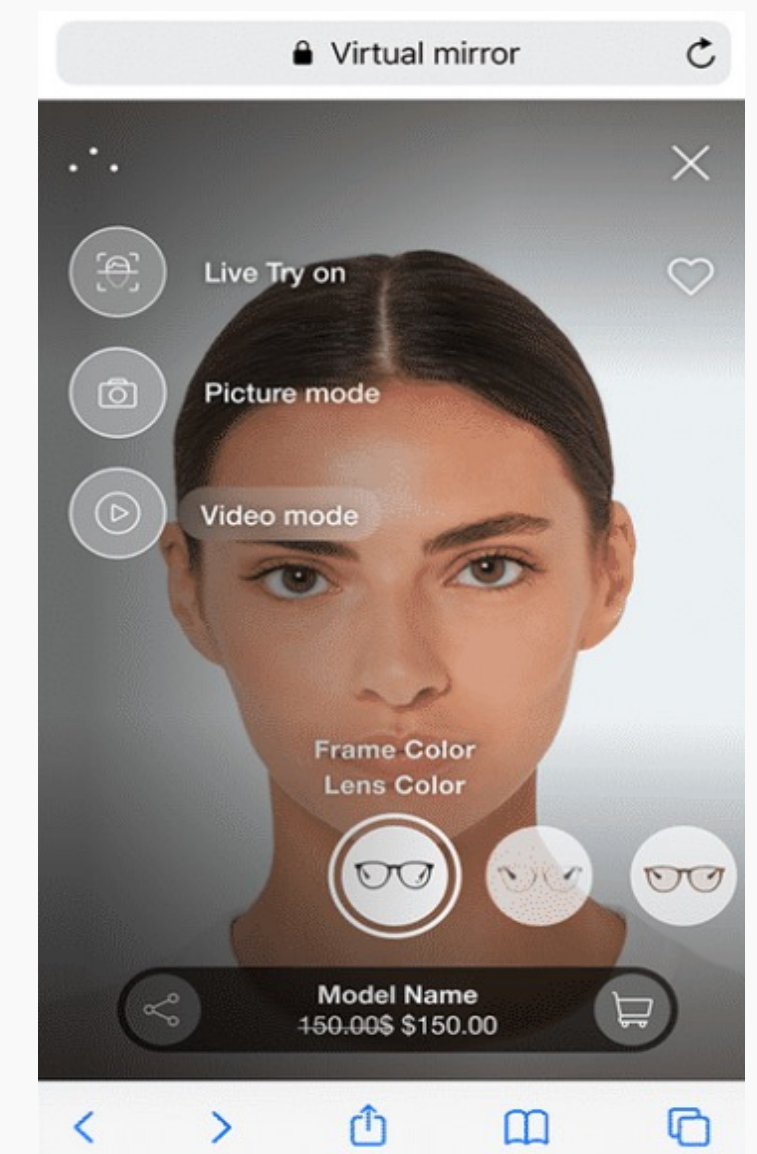
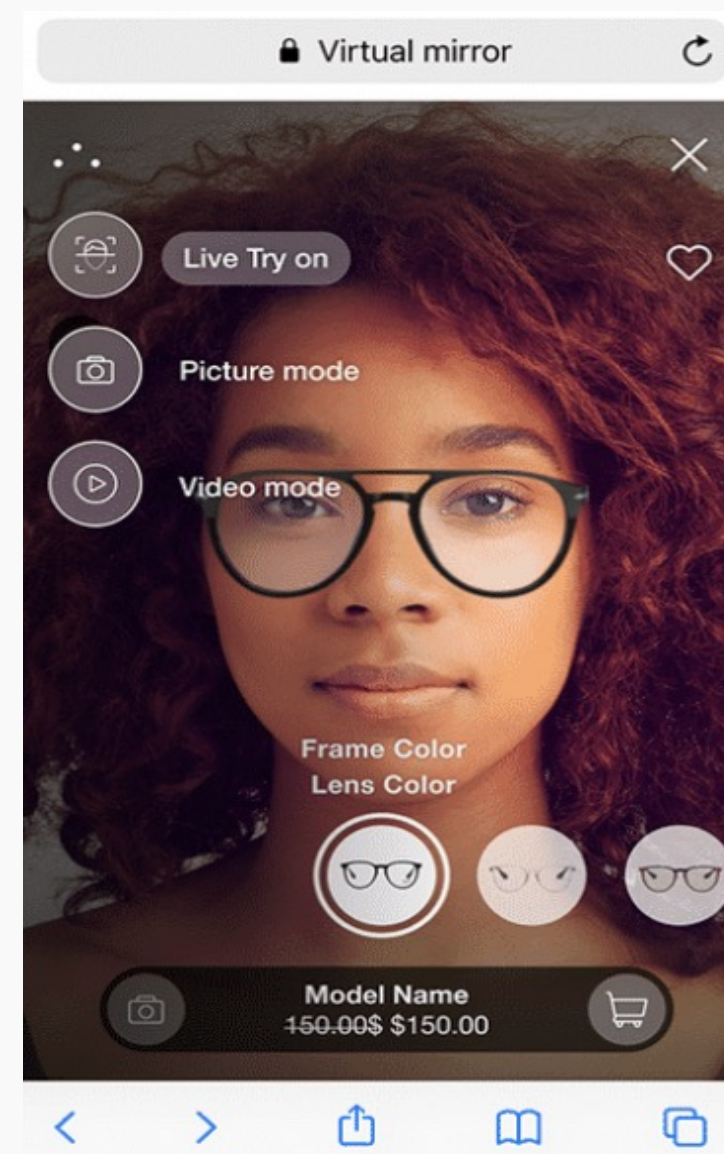
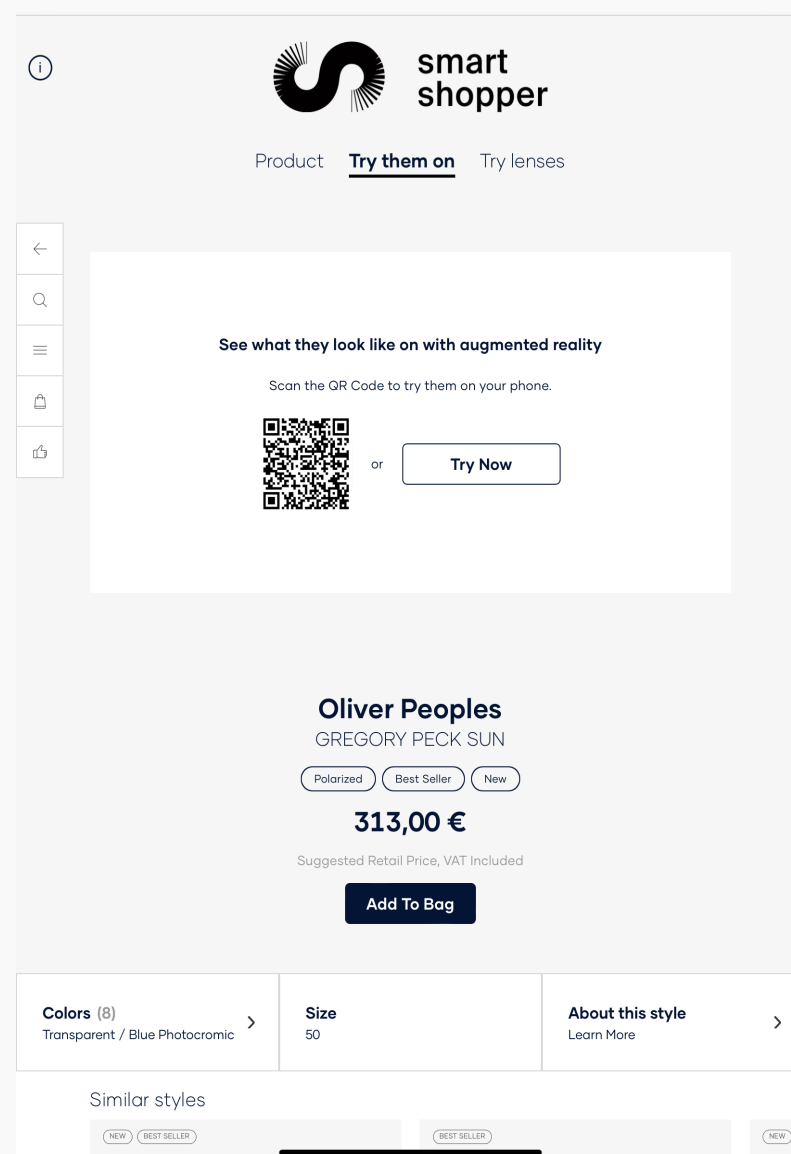
The new Virtual Mirror feature is available on some B2B platforms and now on Smartshopper.



How to Enjoy Your Virtual Mirror Experience

After clicking on “Try them on,” the next step is to click on the “Try Now” button (iPad only) or scan the QR code (also on the tower) using a tablet or smartphone. There are a few different options for trying on the eyewear virtually:

- Live Try on: The screen acts as a mirror, allowing customers to move around freely while virtually trying on products, with the eyewear remaining in place on their face.
- Picture mode: Customers can take a picture of themselves or upload a picture of someone else to see how the eyewear suits the person in the picture. Please note that this option is only available on smartphones accessing the Virtual Mirror from a QR code
- Video mode: This mode scans the customer’s face, allowing them to hold the phone comfortably and in any position

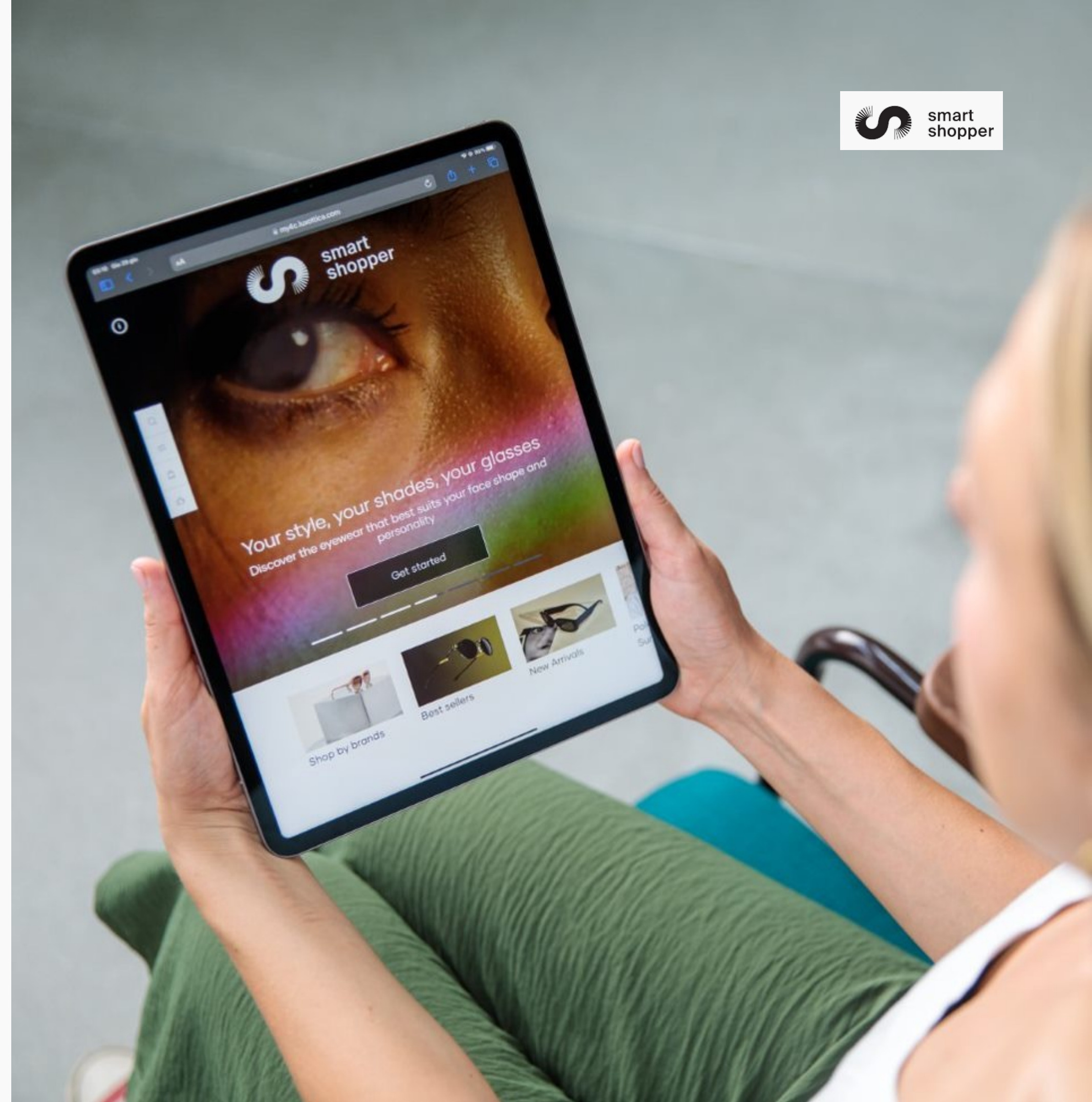


Key Features: Frame Advisor

Key Features: Frame Advisor

Frame Advisor is a disruptive technology that is a new way to find the perfect frame for your patients and customers. It allows you to give tailored advice about eyeglasses and sunglasses to best meet customer preferences, considering their facial features and colors and mood.

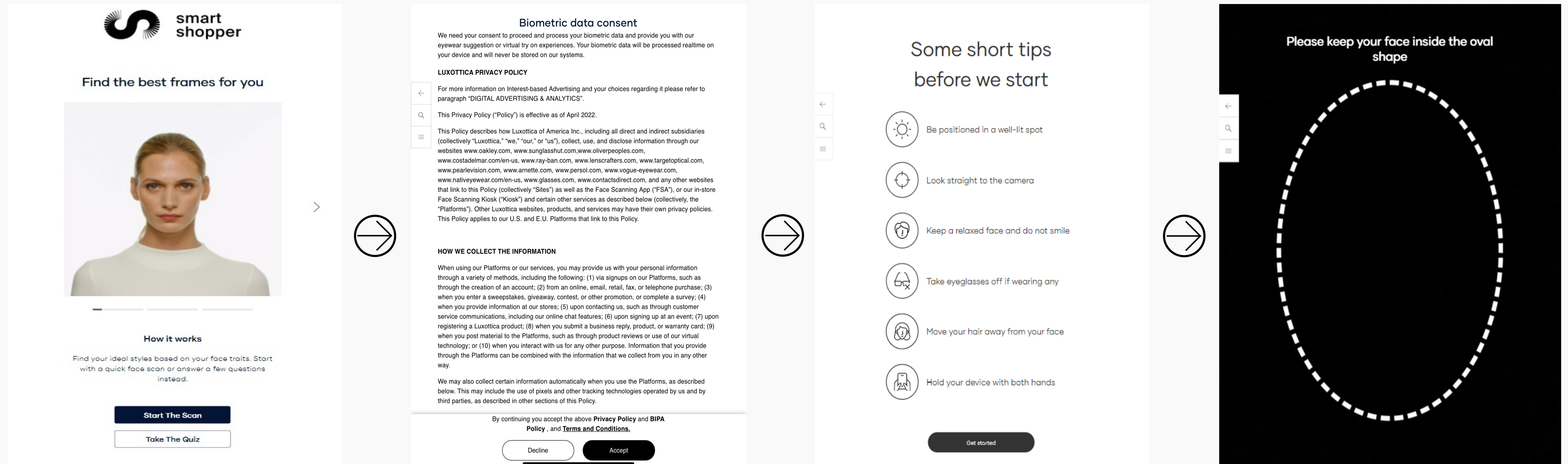
The aim is to increase the level of service and help people who may find it difficult to clearly articulate what they want without having seen the available options.



A New Way To Find the Perfect Frame

The experience can start with the face scanner or by taking a quiz. If you use the scanner:

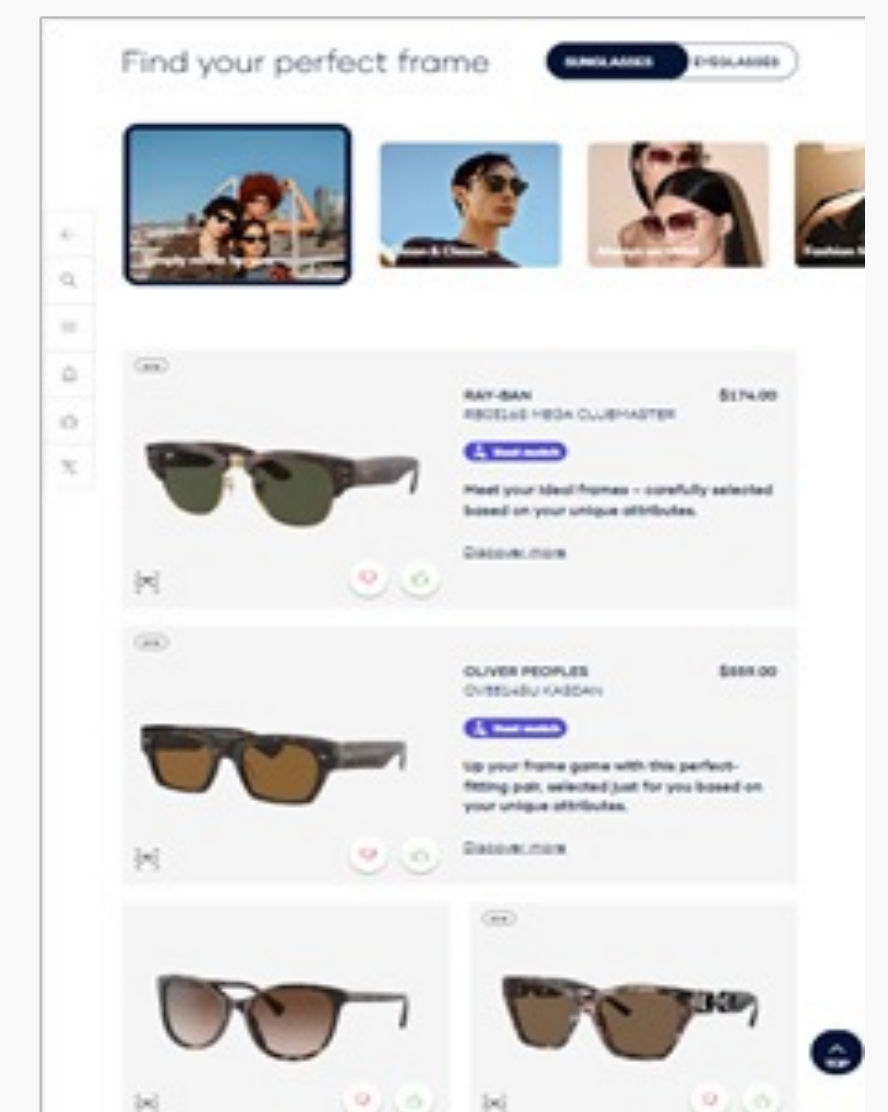
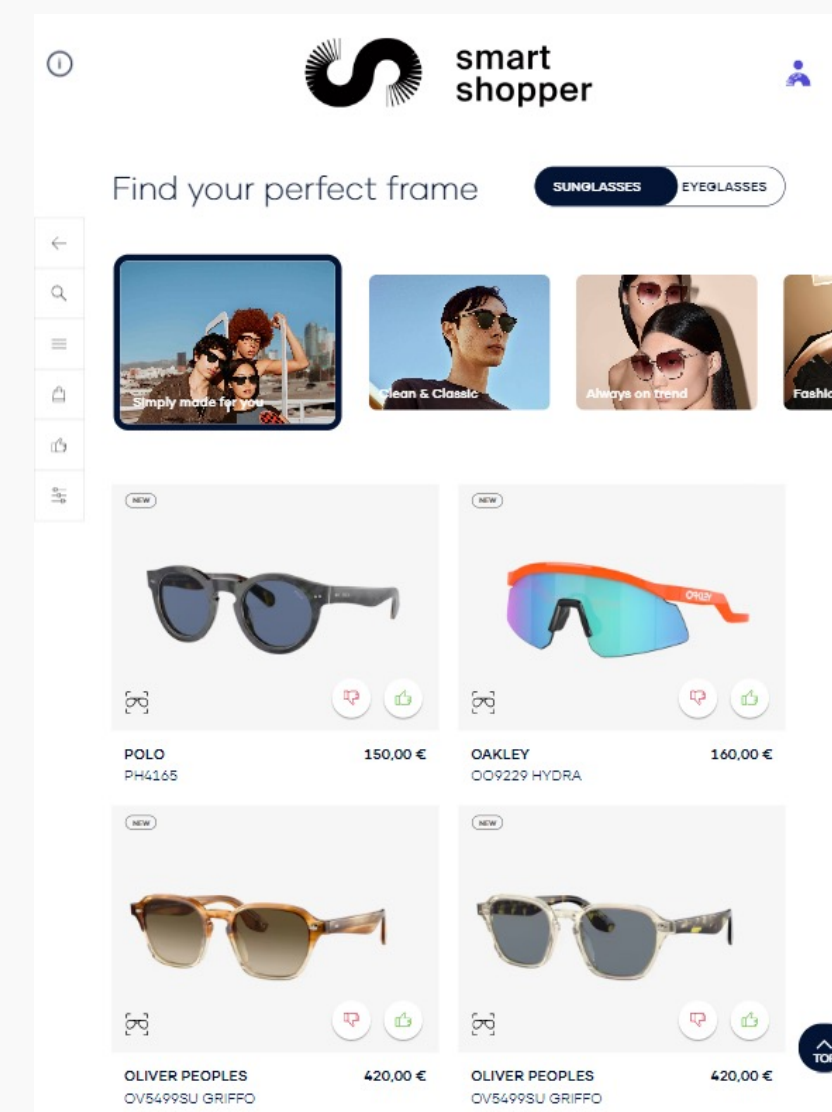
- Select “Start the Scan”
- Accept biometric data consent
- Read the tips on how to use the scanner
- Position the face inside the oval to do the scan



A New Way To Find the Perfect Frame

Once customers have done the facial scan or quiz, they will be taken to the **playlist** pages, each of which represents a different mood or lifestyle.

After selecting a playlist, the customer can navigate it and narrow down their selection by filtering the results, liking or disliking products (so the algorithm can be updated based on their taste), and adding items to a wish list.




The Final Purchase

The Final Purchase

Once your customer has found their perfect frame, you can complete the journey by adding the selected item to the cart and confirming the purchase.


Clicking on the “Confirm” button on the Shopping Bag page allows you to proceed with the order and finalize it in two ways:

- With the “Complete on SmartShopper” option, the customer finalizes their order directly on Smartshopper: After entering the PIN, the order is stored in the “Order history” section of the customer’s MyLuxottica profile
- With the “Complete on MyEssilorLuxottica” option, the order is sent to the MyEssilorLuxottica staging area. Please bear in mind that the order must be processed quickly to avoid certain components going out of stock if the order remains in the staging area for too long



How would you like to proceed?

By proceeding to the checkout, a sales assistant will authorise your order. Alternatively, you can generate a cashdesk code to complete it.

☒ Complete on SmartShopper

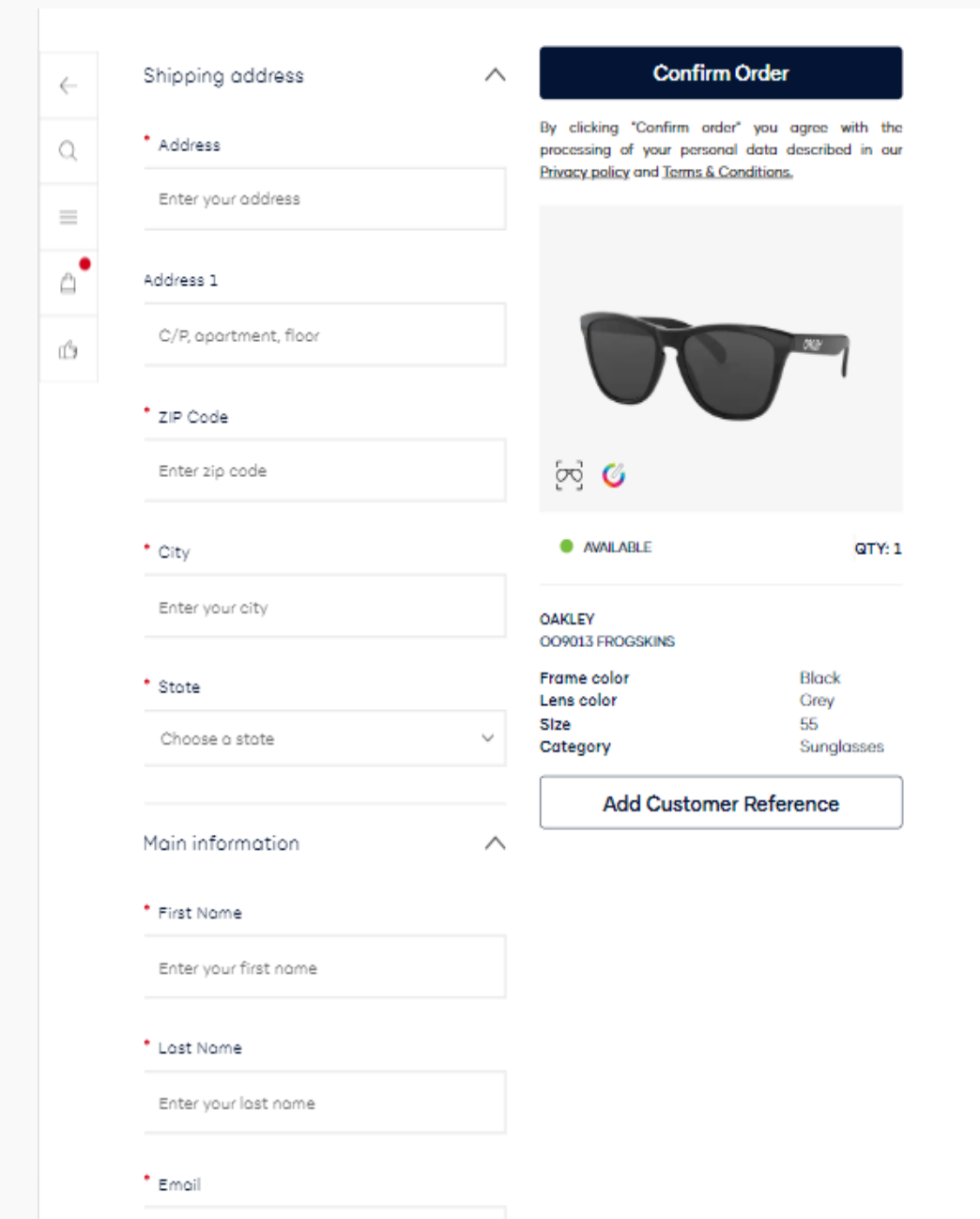
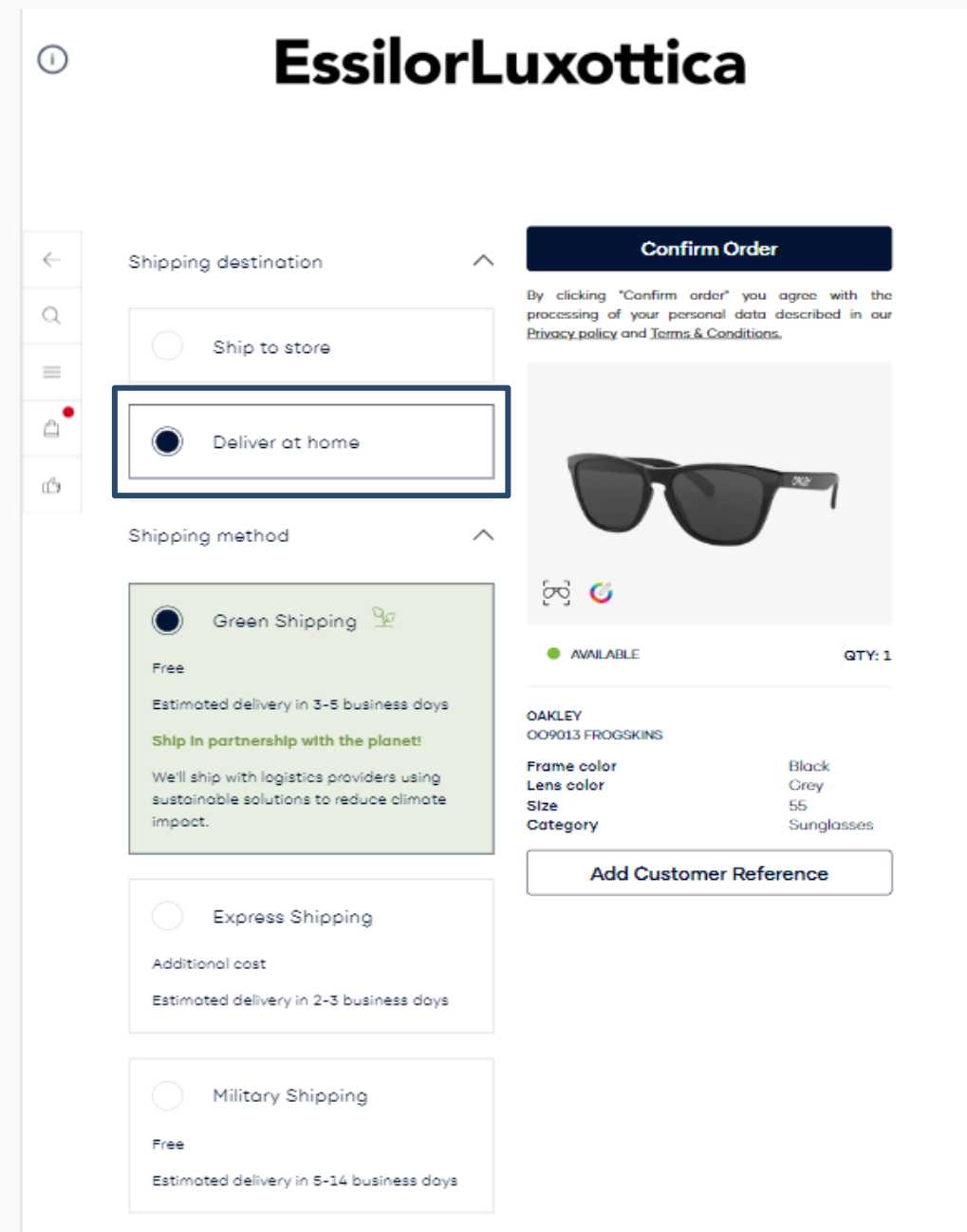
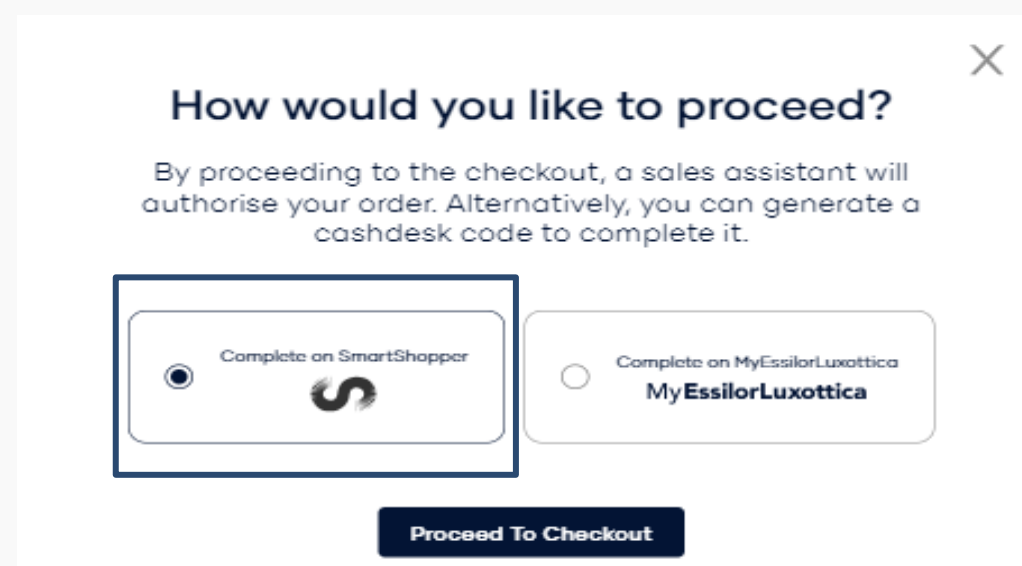
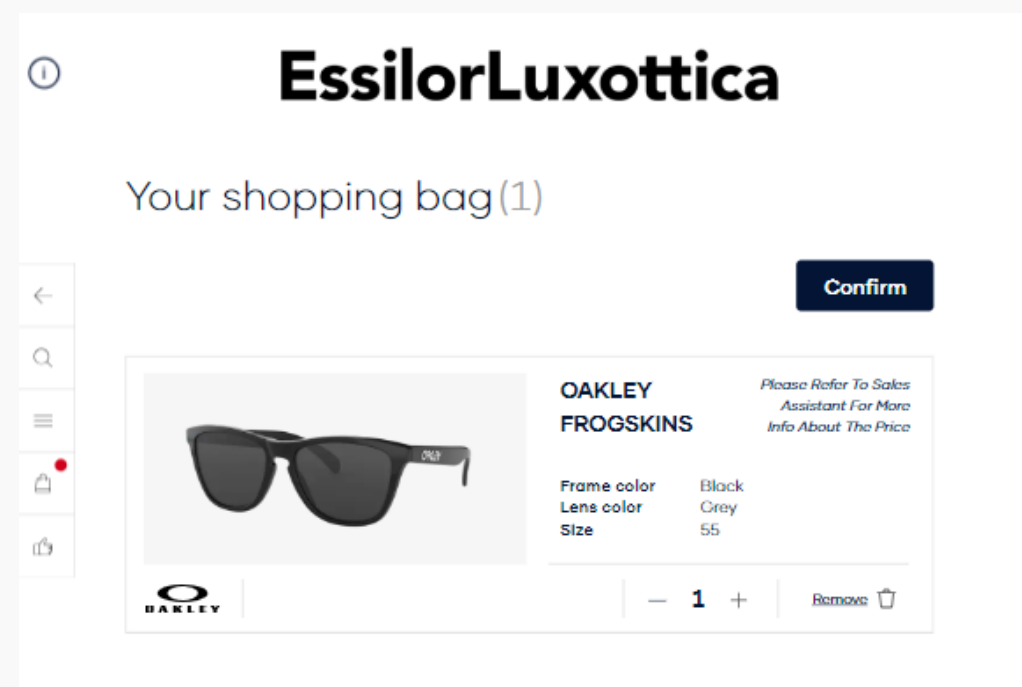
☐ Complete on MyEssilorLuxottica
MyEssilorLuxottica

[Proceed To Checkout](#)

The Final Purchase

For NA only: After selecting the “Quick Order” option, North American customers can choose to have their order shipped directly to their home (ship to home does not allow orders to be suspended in the staging area).

To do this, select the “Deliver at home” option, then select the shipping method and enter the customer’s details and address to complete the order.



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