

Metaverse pioneer Infinite Reality will buy virtual shopping platform Obsess

Article

The news: Metaverse pioneer **Infinite Reality** plans to buy **Obsess**, a virtual shopping platform that has developed 3D digital stores and experiences for more than 400 brands,

including [Ralph Lauren](#), L'Oréal, Crate & Barrel, e.l.f. Cosmetics, and J.Crew.

The vision: Even though most consumers currently access Obsess' 3D experiences via their mobile devices, the company has begun building for other mediums, like [Roblox](#) and other games.

- Infinite Reality envisions a future in which Obsess' technology helps it develop device-agnostic immersive experiences for brands that are accessible across web browsers, games, and devices like the **Apple Vision Pro** and **Meta Quest**.
- While Obsess has focused on building experiences for large enterprise clients, **Infinite Reality aims to democratize the technology by making it more readily available for smaller companies**, **Karina Kogan**, Infinite Reality's chief marketing officer, told WWD.
- Expanding the technology's reach offers a compelling opportunity, with some brands reporting up to an 80% higher average order value in their Obsess store compared with their ecommerce site, said **Neha Singh**, Obsess' CEO, who will soon join Infinite Reality as chief innovation officer.

Our take: While the metaverse—or extended reality—may no longer be the hot new trend, **the Infinite Reality deal highlights sustained enthusiasm for the technology**. This excitement is well-founded, as younger consumers, who have grown up engaging with games like Roblox and [Fortnite](#), provide a strong foundation for shaping the future of brand engagement.

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