

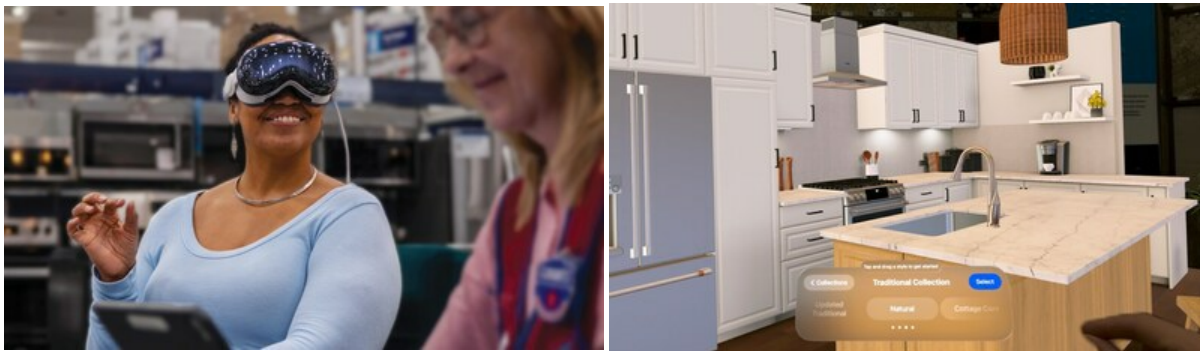


LOWE'S STYLE STUDIO™ FOR APPLE VISION PRO EXPANDS TO LOWE'S STORES IN AUSTIN, TEXAS

MAR 10 2025

Customers can now make a free in-store appointment to visualize their dream kitchen using Lowe's first-to-market experience

CHARLOTTE, N.C., March 10, 2025 /PRNewswire/ -- Lowe's today announces the launch of Lowe's Style Studio™ for Apple Vision Pro in five stores across Austin, Texas, and its metro area. The breakthrough app, developed by Lowe's, allows customers to visualize and design a dream kitchen within an immersive, 3D experience.



"By combining the power of Lowe's Style Studio with our passion for helping customers, Lowe's is transforming the retail experience like never before," said Lowe's Chief Digital and Information Officer Seemantini Godbole. "This immersive in-store technology leverages the spatial computing technology of Apple Vision Pro to make it easier for customers to visualize, plan, and shop their dream kitchens—all in one seamless experience. This is yet another example of Lowe's leading the industry in solving problems and fulfilling dreams for the home."

The pilot begins Saturday, March 15, and runs for a limited time in the following stores:

Central Austin, 800 Shoal Creek Blvd.

S.W. Austin, 6400 Brodie Lane

N.W. Austin, 13201 N Ranch Rd 620, Bldg G

Bee Cave, 12611 Suite 100 Shops Pkwy.

Marble Falls, 3200 N US Highway 281

During each 45-minute consult, a Lowe's associate will help a customer navigate through kitchen options including sinks, cabinets, ranges, countertops, flooring, and much more using Apple Vision Pro. Spatial computing seamlessly blends digital content in the physical space, enabling users to interact in stunning resolution, using intuitive input controlled by a user's eyes and hands. Anyone joining the session, including friends, family, and decorators can follow along on an iPad that mirrors the 3D experience, helping families create their dream kitchen together with Lowe's. Customers can then digitally save and share their selected styles and product lists at the end of the session. These can also be saved to the customer's Lowes.com account for future reference at home.

"Lowe's has long been a go-to resource in our community for home improvement advice," said Ricardo Ramirez, Lowe's of Central Austin store manager. "But it can still be difficult to make renovation decisions, especially in complex projects like a

kitchen remodel. We're excited to pair groundbreaking technology with the associate know-how customers trust."

Sessions are free and available by appointment or walk-in (appointments are preferred). Appointments can be made at [Lowe's.com](https://www.lowes.com).

The Austin launch follows a shorter three-store test conducted last year. Since then, Lowe's Style Studio™ has been updated based on customer feedback. New options have been added across categories, with a focus on the addition of trending colors and newly popular kitchen designs. The Austin launch will also be the premiere of a teleport feature that allows users to view their kitchen from different viewpoints within the room. Customers will be able to jump to new views using just a flick of their finger, allowing them to stay in their seat throughout the experience. Lowe's plans to roll out Lowe's Style Studio™ in additional stores this year.

Lowe's Style Studio™ is available today in the App Store for Apple Vision Pro, and joins a broad portfolio of industry-leading Lowe's technology including MyLowe's Home, a personalized home management, maintenance, and improvement hub; Style Your Space, a first-to-market tool that uses AI to reimagine and inspire the decor of a room; and Measure Your Space®, a room measurement tool for iPhone using ARKit and the LiDAR Scanner.

About Lowe's

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving approximately 16 million customer transactions a week in the United States. With total fiscal year 2024 sales of more than \$83 billion, Lowe's operates over 1,700 home improvement stores and employs approximately 300,000 associates. Based in Mooresville, N.C., Lowe's supports the communities it serves through programs focused on creating safe, affordable housing, improving community spaces, helping to develop the next generation of skilled trade experts and providing disaster relief to communities in need. For more information, visit [Lowes.com](https://www.lowes.com).

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