

INTERNET

Lancôme encourages online purchases with visualizer tool

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Lancôme L'Absolu Rouge

By SARAH JONES

Beauty marketer Lancôme is letting consumers see what a product will look like on a similar skin tone with a new ecommerce tool.

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Luxury Daily

Lancôme is using Sight Commerce's Infinite cloud-based visual commerce solution, which allows consumers to select a model that is the closest to their skin color and then see how any products they browse would look once applied. Shopping for cosmetics online can be stressful, since it can be difficult for consumers to tell how a certain color or product will look on their face, a problem this tool aims to solve.

"For the first time, consumers can immediately see how the product will look on their skintone," said Vipanaj Patel, CEO of [Sight Commerce](#), San Diego, CA. "They don't have to guess which foundation or lipstick will work best for them, they can see the different shades and pick the one that will look best for their skintone and style.

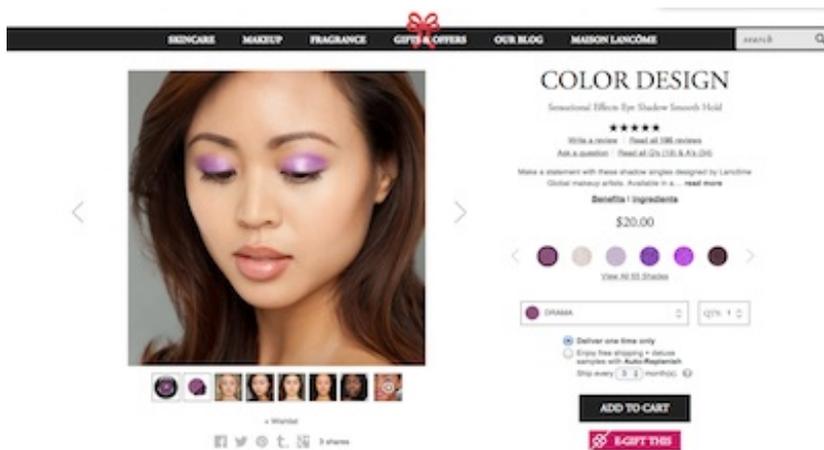
"Finally, the consumers have confidence to not only replenish their favorite products online, but to actually purchase new products and shades online," he said. "That is the big challenge for the cosmetic industry, how do they get consumers to buy new products, not

just replenishments, online?"

Virtual consultation

Typically, women turn to beauty ecommerce to stock up on tried and tested products, rather than trying out new lipsticks or blush. These new experiments were saved for department store trips, as consumers wanted to look at the product in person or even have a sales associate do a consultation and apply it to be sure.

This new tool from Lancôme is designed to help a consumer make informed, confident purchases online, allowing her to virtually try out makeup in private.



Screenshot of Lancôme's Web site

Rather than taking a tedious amount of photos of a model to show all of the different shades of makeup, Infinite places virtual makeup on a photo of a clean-faced model.

Infinite appears on each individual product page on Lancôme's Web site. Consumers can select a thumbnail image of five different models to see how a particular product will look on them, and then flip through all of the different shades to try on a range of products.



Screenshot of Lancôme's Web site

Sight Commerce says Infinite increases conversion rates by 120 percent. Having this tool will likely convince consumers to buy with Lancôme rather than through a third-party retailer, allowing the brand to take control of the customer journey.

In addition to beauty, Infinite can be used for apparel, eyewear, jewelry and accessories.

Picture this

Brands in other sectors have tapped visualizers to ease ecommerce.

For instance, Saks Fifth Avenue is empowering consumers with the ability to digitally put together outfits on specific body types by joining up with a fashion-centric iPad application.

The app created by Stylewhile aggregates product images from participating retailers such as Diane Von Furstenberg and allows consumers to see how outfits look on an avatar with a similar body type. Since consumers will have an idea about how items mesh or clash before making a purchase, the app will likely reduce the amount of returns ([see story](#)).

This addition further rounds out Lancôme's omnichannel presence.

Beauty marketer Lancôme introduced a multichannel loyalty program that encourages social engagement and purchases for rewards points.

The brand will likely see otherwise one-time purchasers return to cash in on accrued benefits. For established consumers, Elite Rewards will spur greater displays of brand advocacy ([see story](#)).

This ecommerce feature has had an impact on sales.

"Lancôme is seeing a significant increase in their sales as a result of Sight Commerce," Mr. Patel said. "The reason is because our images inspire the Lancôme consumers and help them make a purchase decision by seeing the products on models representative of who they are."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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