

IN-STORE

## Dior creates individualized beauty experience in stores

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*Dior Foundation Shade Analyzer*

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By STAFF REPORTS

French fashion house Christian Dior is personalizing the consumer beauty experience with the help of in-store technology.

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Purchasing cosmetics, especially complexion-enhancing products such as foundation, is a personal experience unique to each consumer, as every woman has differing needs, skin tones and styles. Brands are increasingly incorporating interactive touchpoints at beauty counters to ensure a consumer finds exactly what she is looking for in a shade that is best suited to her individualized tastes.

### Foundation found

Dior is the latest brand to use in-store technology to enhance the beauty experience. The French brand recently began using the Dior Foundation Shade Analyzer to help its consumers select the right foundation formula and shade.

A Dior beauty consultant simply places the Shade Analyzer in front of a consumer's cheek. After a short time the Shade Analyzer can detect the exact complexion tone of that consumer, either yellow, pink or neutral.

Once the data is gathered, the Shade Analyzer recommends the perfect foundation formula to use for that specific consumer. Once a foundation type has been determined, the Shade Analyzer matches a shade best suited for skin care benefit and makeup result. The data can also be used to finish the look with matching blush and lipstick.

Dior describes its new in-store tool as a "revolution; an ultra practical, ergonomic and user-friendly technological tool, whose action incorporates all the expertise of Dior makeup artists."



### *Dior Foundation Shade Analyzer*

A secondary benefit of the technology is the recommendation aspect. Dior currently offers consumers six different fluid foundations in a spectrum of shades, which can be intimidating for first time buyers who may be unfamiliar with product differences.

Allowing consumers to gain a sense of how a product will look with her complexion prior to purchase is beneficial on a number of levels, including consumer satisfaction and limiting returns.

British fashion brand Burberry's Beauty Box concept, for instance, allows consumers to virtually try on a nail polish by placing a bottle onto an radio-frequency identification or RFID-enabled platform. They then choose their skin tone, and the color appears on a hand on screen ([see story](#)).

The Dior Foundation Shade Analyzer is not Dior's sole in-store technology working to create interactive engagement opportunities within its boutiques.

Last summer, Dior explored the parallels between technology and couture with the introduction of in-store virtual reality headsets to showcase its quality and craftsmanship.



### *Dior Eyes found in select Dior boutiques*

The LVMH-owned house worked with DigitasLBi Labs France using a 3D printer to develop its Dior Eyes experience. By placing Dior Eyes in a number of its boutiques, Dior will maintain its relevance as the retail landscape acclimates to the changes in consumer behavior and mobile readiness ([see story](#)).

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