

FRAGRANCE AND PERSONAL CARE

ASAP54 simplifies product discovery via color-based search

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YSL Beauty products can be found on ASAP54

By JEN KING

Image recognition application ASAP54 is helping consumers wade through the immense options of colored cosmetics.

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Launched in 2013, ASAP54's platform works as an interactive search tool, pairing particular colors to product listings and digital point of sales. The app was originally launched for apparel and accessories, using visual recognition technology to connect users to must-have goods based on trends or preferred colors.

"Very often consumers are looking for a specific color and do not know how to describe it," said Daniela Cecilio, founder of **ASAP54**, London. "If you type red dress into any other search engines, the results will be very broad and can go from dark orange to burgundy, whereas if you take a picture of a particular shade that you are interested in, ASAP54 will help you to find whatever is most similar and available to buy online.

"When navigating by color, images, texture ASAP54 will allow you to discover more products from brands that you would not consider searching for, as well as styles that you might not know the name of," she said.

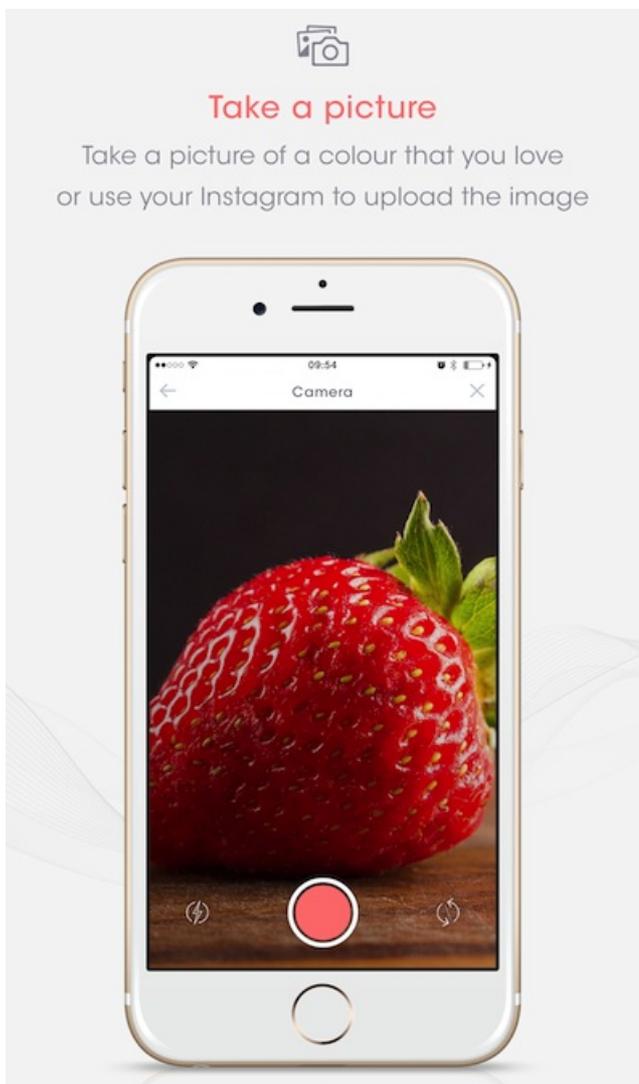
"Also, ASAP54 has infinite search capabilities, if you like one product, you can scroll down on the page and you will find similar products, and this is a completely new way to navigate and find things."

Color by search

With its latest update, ASAP54 has extended its image recognition and search functions to include beauty products from the industry's leading high-end brands. According to ASAP54, the category accounts for 15 percent of its growing product list of more than 5 million items.

Consumers can sync the app to their mobile device's camera to search colors seen on the go or select a hue from stock shades. For example, if the consumer prefers the juicy red color of a ripe strawberry, she simply takes a picture and the app brings up items of a similar shade.

"Beauty is color and how do you go about to find the perfect shade of pink that you saw in a magazine? How do you find a perfect red lip color to match your dress? How do you find the perfect shade of orange to match your summer outfit?" Ms. Cecilio said.



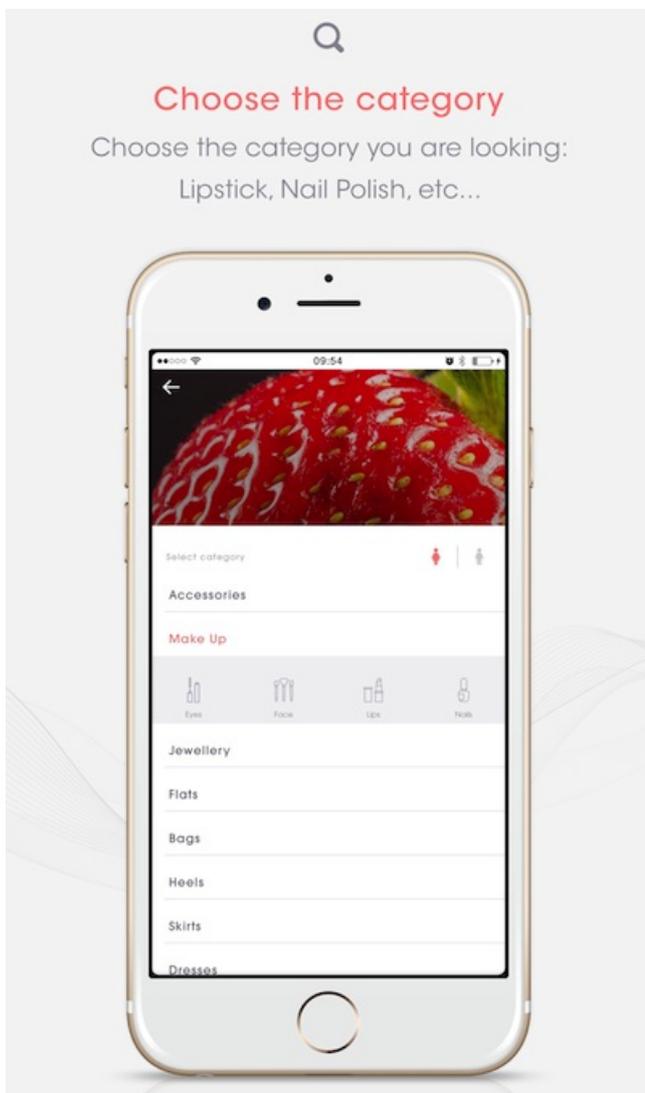
ASAP54 app

"The alternative would be to go to a store, try them on and buy in store or take the picture of the name and buy online later, but if the item that you are after is sold out from that specific brand there are lots of other brands that will have something similar for sure," she said.

"Being able to take a picture and get lots of alternatives of beauty items similar to that color and click and buy is a unique way to shop for beauty."

Personalizing the search further, the consumer can opt to refine her results. This can be done by cosmetic category such as lipstick, nail polish or blush, price range, brand, retailer, gender, keyword or if the product is new or on sale.

Once the results are narrowed down, the consumer can browse ASAP54's findings, marking favorite items that catch her attention. Within the results, the consumer can clearly view the price and retailer where the cosmetic product, skincare or fragrance is sold.

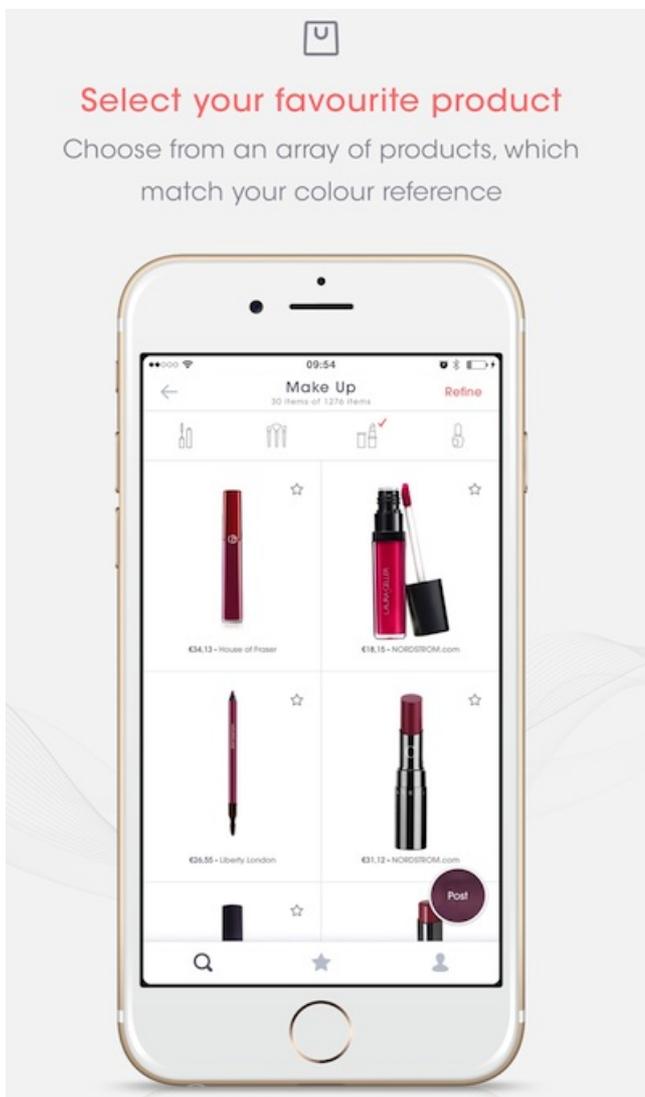


ASAP54 app

While the color searched for is shown in product form, such as plum lipsticks or grey eyeshadows, ASAP54 also brings goods with the same colored packaging to consumers' attention.

When an item is selected the consumer can learn more about the product in-app, as to not disrupt the point of discovery. If she intends to buy, ASAP54 directs her to the retailer's point of sale remaining in-app for the purchase stage.

Retailers include, but are not limited to, Farfetch, Saks Fifth Avenue, Bergdorf Goodman, Neiman Marcus, Barneys New York and Net-A-Porter.



ASAP54 app

ASAP54 helps link users to a wide variety of beauty and personal care goods ranging from mass to high-end. Luxury beauty brands featured on the app include Estee Lauder, YSL Beauty, Tom Ford, Guerlain, Lancome, Chanel and others.

The app can be downloaded from for iOS from the [App Store](#) and for Android from [Google Play](#).

Recognizing the future

Recognition softwares are changing the way that beauty products are discovered and purchased.

In April for instance, LVMH-owned Sephora brought live 3D facial recognition to the existing Virtual Artist feature on its app and Web site, a move expected to boost conversion rates through more accurate facial tracking and rendering.

The augmented reality feature currently allows users to upload a still selfie to virtually try on various products that can be purchased from Sephora, but the recent update allows users to view themselves moving in real time with the digital makeup, with more effective technology. The update came from the developer ModiFace after a survey of non-Modiface and non-Sephora app users showed that a 22 percent drop in conversion rates occurred when the virtual products did not line up or appear correctly on the user's face ([see story](#)).

The inclusion of visual search may be the next frontier for retail services such as chatbots and mobile concierges.

With a plethora of big-name retailers already incorporating mobile visual search capabilities into their applications, the technology is likely to evolve in several ways this year, including integrating with messaging chatbots and mobile concierge platforms.

Retailers including JCPenney, Best Buy and Neiman Marcus have implemented mobile visual search into their apps with great success, enabling users to take a picture of a desired product and subsequently search the brand's inventory for the same or similar piece. While many other retailers will leverage this technology within their own

digital channels this year, marketers are also likely to find new use cases for mobile visual search, such as placing it within hotel brands' concierge platforms for enhanced guest service ([see story](#)).

Additionally, color search can work to improve the SEO of beauty and personal care goods.

"[Color search can improve SEO] if the extra tags given by our technology can be added into the metadata of their products," Ms. Cecilio said.

"An example of this would be that our technology can extract the specific color including shade and textures that most of the time are not included on the name or description of an item, by using our technology the color will be true to the item and can be used as well as other data around the product to drive SEO," she said.

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