

FRAGRANCE AND PERSONAL CARE

Lancme brings customized cosmetic experience to additional US markets

August 22, 2016



Lancme's Le Teint Particulier Custom Made Makeup at Nordstrom

By STAFF REPORTS

Beauty marketer Lancme is expanding its bespoke skin tone matching service within the United States.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's Le Teint Particulier Custom Made Makeup uses digital readings of a client's face to create a specially blended foundation at the counter. First launched exclusively at Nordstrom locations in Seattle and Torrance, CA, the consultation is being extended to additional Nordstrom stores in markets such as Chicago, Washington and Florida.

Blended on the spot

Lancme's one-on-one consultation begins as the beauty advisor scans the consumer's face. Her exact skin tone is then created with an algorithm by combining more than 20,000 pigments.

Using this data, a personalized foundation is then created at the counter.

The color machine uses eight peristaltic heart pumps for airtight blending and dispensing. The moisturizing formula can be customized for full, medium or light coverage based on the consumer's preference.

For easy refills, a Complexion ID will be included on the side of the bottle.

Discover the Future of Beauty: Lancme Introduces Le Teint Particulier Custom Made Makeup

Now, in addition to Nordstrom's Seattle flagship and its Del Amo store in Torrance, CA, Lancme's service is rolling out to the retailer's locations in Mission Viejo, CA; Corte Madera, CA; Costa Mesa, CA; San Jose, CA; Tampa, FL; Oak Brook, IL; McLean, VA; Tukwila, WA and Chicago.

"We're thrilled to expand this personalized makeup innovation to additional markets across the country," says Suriya Parksuwan, president of Lancme USA. "Over the past few years, Lancme has had great success in offering extensive shade selections to women of all skin tones.

"With the new customized foundation developed with extensive research in skin tone emulation Lancme is offering

custom matching for all clients," she said. "The result is the epitome of luxury and personal service: made-to-measure makeup."

Embracing technology, other brands have begun offering digital skin tone matching. For instance, French fashion house Christian Dior is personalizing the consumer beauty experience with the help of in-store technology.

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.