

FRAGRANCE AND PERSONAL CARE

Neiman Marcus digitizes beauty demonstrations via Memory Mirror counters

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The Memory Makeover at Le Mtier de Beaut counters at Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus is enhancing the customer experience at its beauty counters through Memory Mirror placements in 20 locations.

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Neiman Marcus and in-store technology solutions partner MemoMi have selected beauty brand Le Mtier de Beaut to debut the digitally enhanced counter experience. Neiman Marcus has worked to integrate digital technologies into its in-store offerings to meet consumer expectations and further its omnichannel retail goals.

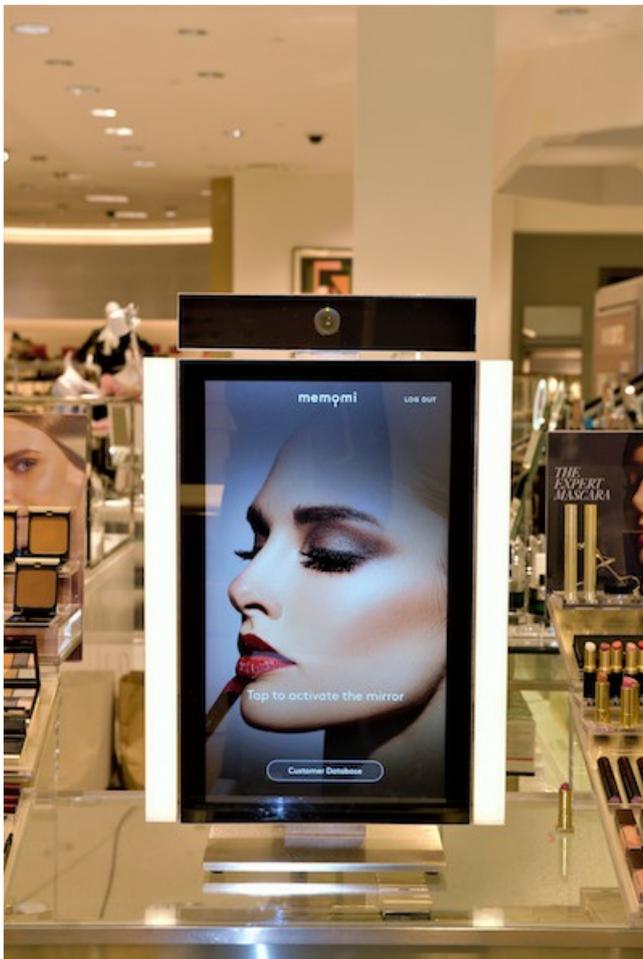
Mirror mirror on the counter

Neiman Marcus introduced MemoMi's Memory Mirrors outside its dressing rooms in select department stores in 2015.

The Memory Mirror takes a 360-degree video of a client modeling a particular outfit, allowing them to see clothing on themselves from all angles as well as save and share the visual. By design, the interactive digital touchpoint will alter the in-store experience for Neiman Marcus' consumers and further empower sales associates to provide customer service.

In August, Neiman Marcus eased eyewear purchases by enhancing its digital touchpoints through the placement of at-counter Memory Mirrors. The Sunglass Memory Mirror features eyewear licensed by Luxottica, the manufacturer and distributor of brands such as Bulgari, Chanel, Michael Kors and Versace among others ([see story](#)).

Now, the retailer is expanding the digital solution further with the introduction of Memory Mirrors at Le Mtier de Beaut counters at 20 Neiman Marcus locations.



The Memory Makeover at Le Mtier de Beaut counters

"With our new Memory Makeover mirror you can now take your Neiman Marcus beauty brand ambassador home with you," said Scott Emmons, head of the Neiman Marcus Innovation Lab, in a statement. "Exceeding our customer's expectations is our first priority and once again this technology helps to create the very best experience possible for the customer."

Similar to its use for other categories, The Memory Makeover provides consumers with a video of the counter experience and make-up application session. The video created then serves as a tutorialized resource for recreating the beauty look at home.

The edited version of the counter session begins with the face, then eyes, cheeks and lips. As Le Mtier de Beaut's ambassadors apply products during the application, their voices are recorded to personalize the session and offer step-by-step explanations.

The Memory Makeover is the first of its kind to include voice tutorial as part of the application content.

"This new tool is an asset for all of us that want to recreate a look from the make-up artist, whether it is referencing how the product was applied or which specific products he or she used," said Kelly St. John, vice president, divisional merchandise manager, beauty at Neiman Marcus, in a statement. "Many of our Neiman Marcus beauty partners are supporting this innovative mirror, which will be in more than 20 stores after the new year."



The Memory Makeover in use at Le Mtier de Beaut's counter

As of mid-November, Memory Mirrors have been placed at Le Mtier de Beaut counters in select Neiman Marcus locations in California, Florida, Massachusetts, Virginia, Illinois, Washington, Arizona and Missouri. The digital solution will be expanded to nine other beauty brand counters in January.

With the holiday season revving up, Le Mtier de Beaut is likely to benefit from Neiman Marcus' selection of its brand to debut The Memory Makeover. As news of the Memory Mirror gets around, Le Mtier de Beaut is bound to see increased foot traffic at its counter with consumers looking to try the experience.

"As a high-performance beauty brand we are looking to integrate our luxury and personalized in-store experience with next generation technology that will give our clients the most well-rounded, informed brand interaction possible," said Richard Blanch, founder and CEO of Le Mtier de Beaut, in a statement. "This mirror will offer our clients unparalleled VIP access to not only our products, but our highly skilled pros 24/7."

[Le Metier de Beaute.product image](#)



Le Mtier de Beaut products

In addition to the digital solution Neiman Marcus is ensuring consumers at the Le Mtier de Beaut counter look their best with the placement of high-end 97 CRI lighting. The lighting system has the ability to simulate various conditions, such as night, sunlight or office, allowing consumers to see themselves in the most natural way.

Others in the beauty sector have experimented with digital technologies at the counter.

In 2014, French atelier Saint Laurent Paris' beauty brand YSL Beaut enhanced product demonstrations at its cosmetic counters with the introduction of Google Glass tutorials.

The beauty brand rolled out Google Glass tutorials at retailers such as Bloomingdale's and Selfridges to temporarily personalize the in-store experience through technology. Brands and consumers alike struggled to incorporate the now-obsolete Google Glass into everyday life, but the functionality of the technology in an in-store setting was hard to dispute ([see story](#)).

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