

FRAGRANCE AND PERSONAL CARE

Sephora enables eyeshadow testing for at-home customers

March 22, 2017



Sephora's Virtual Artist adds smokey eyeshadows

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LVMH's beauty retailer Sephora is now enabling customers to craft their own eyeshadow looks and try experts' curated stylings with purchasable products without having to step foot in a store.

Virtual Artist is Sephora's mobile and online tool that allows users to try on makeup through augmented reality technology. The application has now been updated to include eyeshadow capabilities in which users can try their own blend of products, test expert looks and follow tutorials.

"We're excited to add two new features and an expanded range of Tutorials in our latest Sephora Virtual Artist update, all of which uses a smartphone's camera to create a state-of-the-art 3D live view that moves with the user like a mirror," said Bridget Dolan, vice president of innovation at **Sephora**, San Francisco. "The first is Eyeshadow Try On, which lets you try on thousands of eyeshadow shades by color, brand, and finish.

"You can select placement on lid, crease, or outer corner and try individual shadows or shades from an entire palette. Our other new feature is called Expert Looks," she said. "You can overlay one of seven different on-trend looks created by Sephora's experts onto your own face, including Bright Lip & Cheek, Smoky Eye, and Cut Crease, all customized for your skin tone.

"The expanded range of Tutorials now includes Brow 3-Ways, Contouring, and Highlighting, three of our most popular in-store services."

Eyeshadow capability

Previously, Sephora's Virtual Artist only provided the capability for users to try on lipstick and false eyelashes. With its latest rollout, the app has now increased its features to include eyeshadow looks.



Sephora's Virtual Artist

Users will now be able to try on single and palette eyeshadows from the wide range of brands featured for sale from Sephora, including high-end and inexpensive beauty manufacturers. Right now more than 2,000 lipstick colors are available to test as well as 100 false eyelash products.

Eyeshadow fans can browse thousands of eyeshadow colors based on search criteria of brand, color and finish. Users can try on each individual shade or an entire palette, up to three shades at once.

Meant to represent the experience of putting on eyeshadow in real life, users place up to three shades on their eyelids within a personal photo on their lid, crease and outer corner. These looks can be saved for future reference by adding them to the My Looks tab.

Users can share up to four looks with friends through the My Looks tab on the app.

Beauty fans can also get looks created by the experts within the Virtual Artist. After selecting a skin tone, users can browse various trending looks created by experts such as Bright Lip & Cheek, Smoky Eye and Cut Crease.



Sephora's Virtual Artist

The looks will automatically generate overtop of users' faces through the device's camera or uploaded photos. Users can purchase all the products.

Step-by-step tutorials are also available under three monikers such as Brows 3-Ways, Contouring and Highlighting. A

split screen will be provided for users that will show the before and after in real time.

Sephora strategy

In a reflection of augmented reality's growing role in beauty, LVMH's Sephora first brought the technology to a wide audience via the Virtual Artist feature that enables users to virtually try on different lip shades last year.

An app update on mobile first launched the new Sephora Virtual Artist feature, specifically designed using facial recognition software to allow users to test lip products and purchase directly in the app. While there has been a slew of beauty brands and startups innovating in the augmented reality space, Sephora's integration and update continues to bring the strategy further into the mainstream makeup world ([see more](#)).

As one of the first beauty retailers to institute the use of chatbots, Sephora previously continued its streak with some extra features for its chatbot service aimed toward improving consumer experience both at home and in-store.

The two features focus on different areas of the consumer experience. One will help customers book appointments with a Sephora beauty specialist and the other will give customers help with making purchase decisions on their own ([see more](#)).

"This technology allows our clients to see an accurate representation of how a particular color, combination of products or entire look will appear on their own face without having to swipe, swatch or try on all of them," Ms. Dolan said. "Clients are using the technology to discover new shades, new brands, and to expand beyond their 'safe' colors to try something different it's really inspired fearlessness in many of our clients.

"We're also giving them the power to shop on their own terms when, where and how they want from home or in our stores," she said. "It's a great tool to help clients narrow down what they want to physically try on while visiting a Sephora.

"We've also found that clients are using the tools to better understand how to use products they already own. As a result, we've found that our clients are happier with their beauty products when they feel confident that they know how to use them and Sephora Virtual Artist truly aids the client in finding a product that's absolutely perfect for them."

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