

FRAGRANCE AND PERSONAL CARE

## Estée Lauder augments consumer interaction for lipstick line

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*Estée Lauder's Pure Color Love lipstick*

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By BRIELLE JAEKEL

Beauty marketer Estée Lauder is wielding the pull of digital and bricks-and-mortar presence in an interactive campaign for its latest lip product.

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**Luxury Daily**

The makeup brand is interacting with beauty fans through a multitude of platforms in an attempt to tout its new Pure Color Love Lipstick range. Through a partnership with augmented reality makeup application YouCam, Estée Lauder is allowing users to try on its product and win a contest.

"Estée Lauder is excited to announce this partnership with YouCam – their first beauty venture in the U.K.," said Chris Good, president at **The Estée Lauder Companies** in United Kingdom & Ireland. "As a brand we no longer just sell lipstick.

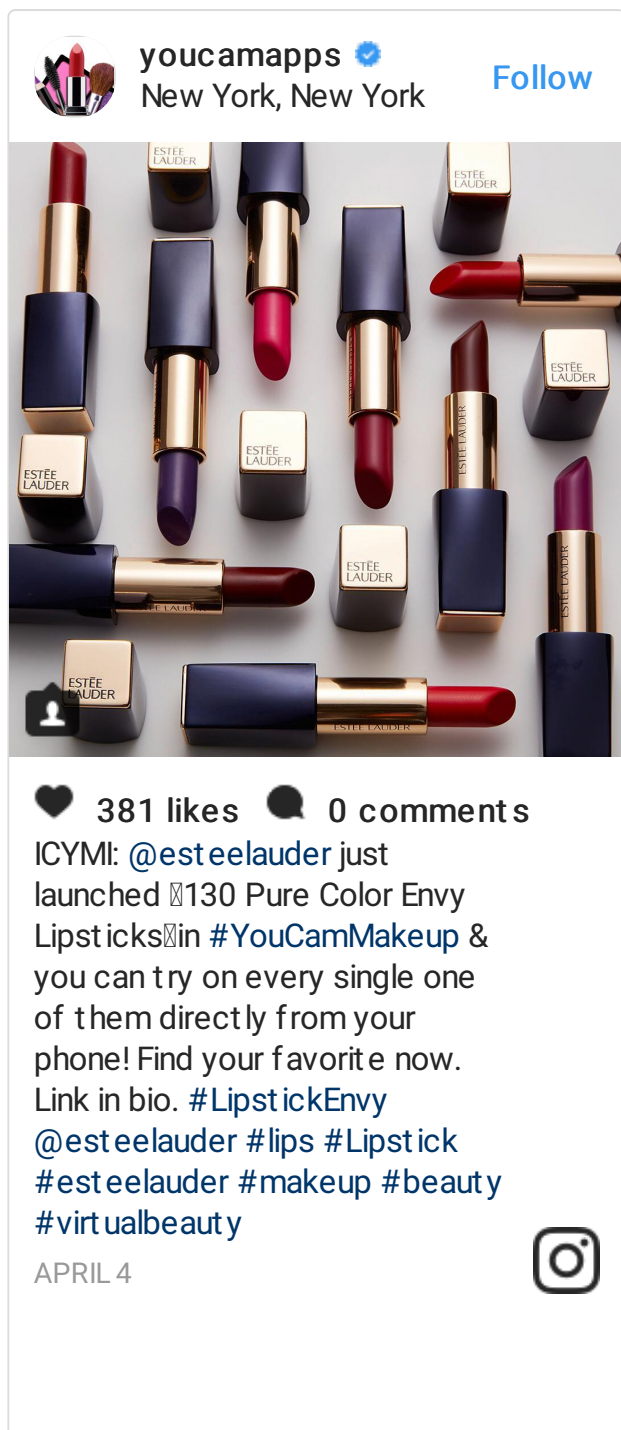
"We offer the consumer a unique experience – and YouCam gives us the opportunity to bring innovative technology and a real digital first concept to the makeup loving

millennial," he said. "And there is no better place to bring technology, social engagement and beauty together than at Selfridges and at our Carnaby Street store."

### Augmenting consumer relationships

Perfect Corp.'s YouCam app allows users to try on various makeup looks from different brands through the use of AR. In real time or through a stagnant picture, the app will place products on users' faces from their phone cameras.

Estée Lauder is tapping the popular app to help sell its Pure Color Love Lipstick.



Users in the United Kingdom can try on the various shades of the new line. At various Estée Lauder counters, including British retailer Selfridges and London's Estée Edit storefront, on select dates, associates will be on hand to help beauty fans try out the app. Throughout April and May visitors to select locations can interact in person with the Try

On Now experience.



Estée lauder in stores

Beauty advisors for Estée Lauder are sharing tutorials on the makeup brand's official social accounts. Fans can follow @EstéeLauderUK, @YouCamApps, @TheOfficialSelfridges and the hashtag #LoveLipRemix for tips.

British beauty fans will also have the chance to win the entire Pure Color Love Lipstick line, which includes 30 different shades, as well as an Estée Lauder Lip Effect makeup at The Estée Edit store on London's Carnaby Street.

YouCam is hosting the contest on its Instagram account.

Love Lipsticks

Estée Lauder is also ascribing magical properties to the lip color launch in a whimsical campaign.

To introduce its Pure Color Love lipsticks, the brand filmed a Freaky Friday-style narrative starring model Kendall Jenner and recording artist Elle King. This humorous short creates a memorable push for the cosmetic that maintains the product as a main character ([see more](#)).

In addition, Estée Lauder continued efforts to capture the attention of millennial and Gen Z consumers through a new product-centric video series.

Curated video content performs well in the cosmetics space due to the popularity of YouTube beauty bloggers and consumer interest in how-to tutorials that educate on product use and offer tips and style recommendations. Tapping into this strategy, Estée Lauder has teamed with Robin Black of Beauty is Boring to create a series of nine videos, which it plans to screen across its social and digital channels which began on Feb. 10 ([see more](#)).

“YouCam Makeup is honoured to partner with the iconic beauty brand, Estée Lauder, to deliver a one-of-a-kind in-store beauty experience to their U.K. market,” said Alice Chang, CEO of Perfect Corp. “The seamless integration of YouCam’s virtual in-store magic mirrors elevates the beauty shopping experience to a new realm inviting customers to play and experiment with products, discovering the entire Pure Color Love lip collection in a matter of seconds.

"Together with Estée Lauder UK, we are able to provide the ultimate in-store shopping experience of the future," he said.

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