

FRAGRANCE AND PERSONAL CARE

Sephora rounds out beauty looks with expanded virtual try-on experience

June 8, 2017



Sephora Virtual Artist Looks. Image courtesy of Sephora

By STAFF REPORTS

Beauty retailer Sephora is helping consumers achieve their desired beauty look with help from artificial intelligence and augmented reality.

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The color matching feature on the Sephora Virtual Artist bot for Facebook Messenger has been extended to Sephora's mobile applications for iOS and Android, allowing consumers to find and try on product shades that correspond to hues in images. The retailer's updates also include the expansion of its try-on feature to cheek color cosmetics for the first time.

Blushing beauty

Earlier this spring, Sephora expanded its try-on feature to eyeshadow ([see story](#)). Now, Cheek Try On gives users access to a library of 1,000 shades of blush, bronzer, highlighter and contour.

Consumers can virtually apply multiple products to their face, for instance trying on a lipstick, eyeshadow and highlighter together. Once they feel they have a winning combination, the user can save their favorite looks for later or share with friends.

Color Match, which lets consumers point their camera at a hue and get a product recommendation, is expanding beyond Facebook Messenger. This feature allows the consumer to match an outfit she is wearing or get a desired look she has seen on a celebrity.



Color Match for Sephora Virtual Artist. Image courtesy of Sephora

As soon as a match is identified, the user can try it on using Virtual Artist.

Providing inspiration to users, Sephora Virtual Artist is also expanding its catalog of looks. Within the AR experience, consumers can choose their skin tone and overlay a look that was designed by one of the retailer's makeup artists onto their own face to see how it will look.

Leveraging ModiFace's technology, the looks appear on the user's face in 3D, allowing her to turn her head and see the look from different angles. Like the other try-on experience, photo and video can be captured, saved and shared.

Consumers can also shop the products used to create a look or view video tutorials to learn how to achieve a particular application on their own.

Buying beauty online without a trial can be a challenging prospect, as consumers are unsure how a particular shade will appear on their unique skin tone. Like Sephora, Estée Lauder is also looking to solve this problem and drive more confident purchases by incorporating ModiFace's automatic facial analysis technology into its ecommerce platform, allowing shoppers to view makeup on their faces in real-time ([see story](#)).