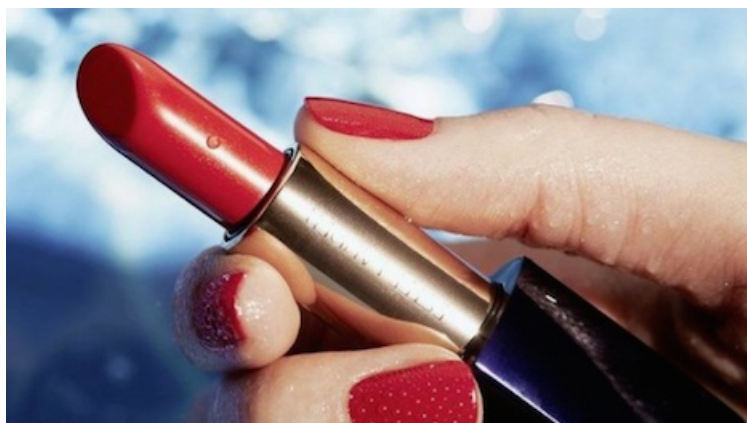


FRAGRANCE AND PERSONAL CARE

Esté Lauder debuts AR chatbot for lipstick lovers

July 11, 2017



Esté Lauder's new chatbot uses AR to project makeup colors. Image credit: Esté Lauder

By DANNY PARISI

Cosmetics brand Esté Lauder is launching a conversational chatbot through Facebook Messenger that will let customers virtually try on its products through augmented reality.

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The chatbot will offer recommendations and answer questions as customers search for lipstick and other cosmetics. Additionally, technology from ModiFace will let customers project an augmented reality version of Esté Lauder products onto her face using a smartphone's camera.

"One of the key pillars of our partnership with ModiFace is the application of augmented reality and artificial intelligence across all platforms where customers interact with our brand," said Stephane de la Faverie, global brand president, **Esté Lauder**, New York.

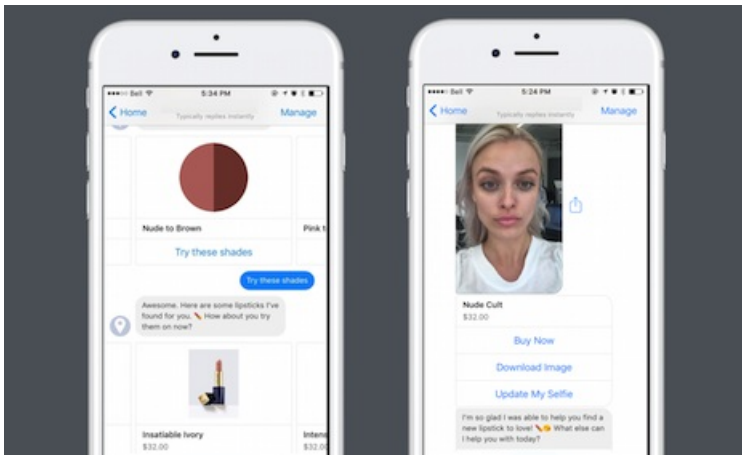
"Messaging applications such as Facebook Messenger are the perfect platform for consumers to search, explore, try-on and ideally purchase Esté Lauder products," he said.

Chatbot helper

Chatbots appeared on the mobile scene in the last year, and have been steadily seeping their way into seemingly every sector where customers regularly use smartphones.

Now the luxury cosmetics sector is getting a dose of chatbot technology with the launch of Esté Lauder's new Messenger bot.

The bot gives the Esté Lauder consumer three new tools to use in her quest for new lipstick products.



The Estée Lauder Lipstick Chatbot. Image credit: Estée Lauder

First, a customer takes a photo of any color and the chatbot will automatically return lipsticks that match that shade. This will be a useful tool for women looking to match a particular or uncommon hue.

Secondly, customers can take a quiz, administered in a conversational tone by the chatbot, to determine ideal colors and shades and recommend them the perfect product to fit her needs.

Finally, and the main draw of the chatbot, a customer can search for any Estée Lauder lip product, turn the camera on herself, and project that shade onto her lips to see how it looks with her skin tone or outfit.

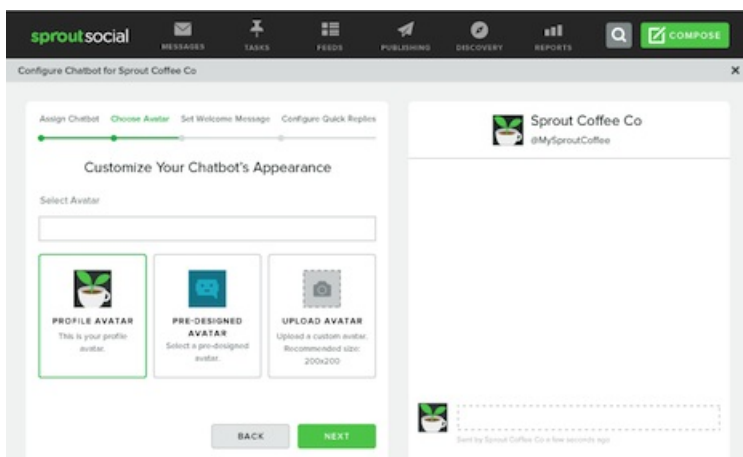
Augmented reality

Luxury retailers and brands should be leveraging chatbots to better combat the disconnect in conversion rates for selling online high-end products.

A survey from RetailMeUp has revealed that more than 70 percent of consumers are interested in connecting with a branded chatbot. Consumers are interested in experiences that make their lives easier or offer some sort of value in return, and chatbots can accomplish this ([see story](#)).

So far, Facebook Messenger has proved the most popular chatbot platform, but Twitter has been stepping up to challenge that hierarchy when it released its own bot-building program.

Twitter has released a bot builder in which brands such as idea sharing platform Evernote and the United Kingdom's Monarch Airlines are using to answer customer questions. Through direct messaging on Twitter, these bots will help answer these issues and direct the query to the correct department ([see story](#)).



Twitter's chatbot builder. Image credit: Sprout Social

With this new chatbot under its belt, Estée Lauder is tapping into the dual trends of artificial intelligence and augmented reality to better appeal to millennial customers.

"We see augmented reality as an essential layer of interaction between beauty customers and brands," said Parham Aarabi, founder and CEO, [ModiFace](#), Toronto.

"Estée Lauder is among the leaders in embracing the notion of augmented reality being used everywhere," he said.

"We are very excited by the latest step in our partnership, and look forward with great excitement to the many steps

that together we have in store for the near future."

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