

FRAGRANCE AND PERSONAL CARE

## Perfect Corp adds investment to further AI, AR innovations

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*Perfect Corp.'s apps leverage AI and AR. Image credit: YouCam*

By STAFF REPORTS

Beauty app developer Perfect Corp. has completed a \$25 million Series A funding round, which it says will help it further makeover the cosmetic shopping experience.

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Perfect Corp. is behind a suite of apps, including YouCam Makeup, which allow users to virtually make themselves over using products from various beauty brands. The technology has been a proven driver of sales, driving purchase intent and introducing makeup fans to new labels and products from their phones ([see story](#)).

Beauty buy

Perfect Corp.'s Series A was led by China Creation Ventures (CCV), with additional investments from Yuanta Asia Investment, Extol Capital and CyberLink Corp.

"We are thrilled to be working together with a great group of investors who share our vision of going beyond existing beauty industry models to bring a consumer experience that's fresh and exciting," said Alice H. Chang, CEO of Perfect Corp., in a statement. "Capital investment will drive further development of the cutting-edge applications that have attracted the attention of leading beauty brands, retailers, makeup experts and media outlets around the world."

The San Jose, CA-based company's apps have seen more than 500 million downloads. It has also had 150 brand partnerships, including a number of luxury partners such as YSL Beauty and Este Lauder.

For instance, beauty marketer Este Lauder wielded the pull of digital and bricks-and-mortar presence in an interactive campaign for its latest lip product.

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, Este Lauder is allowing users to try on its product and win a contest ([see story](#)).



*Estée Lauder's in-store experience with YouCam. Image credit: Estée Lauder*

Perfect Corp.'s technology has also been used for other categories. In 2016, Marie Claire magazine tapped the company's platform to launch a sunglass try-on experience for eyewear maker Safilo ([see story](#)).

"In a little over two years, Perfect Corp. has developed a leadership position in the large, fast-growing and hugely competitive beauty industry," said Zhou Wei, managing partner of CCV. "What Alice and her team have achieved in such a short period of time is extraordinary, and our investment reflects the confidence we have that Perfect Corp.'s disruptive technologies will be instrumental in defining a new, better shopping experience for beauty enthusiasts."

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