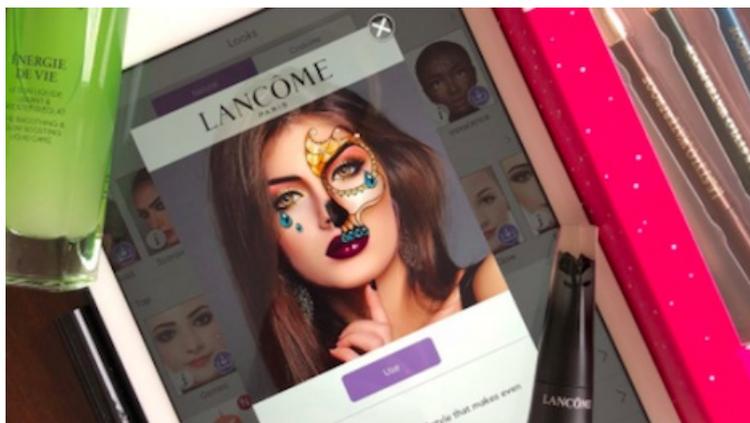


FRAGRANCE AND PERSONAL CARE

Lancme leverages AR to make makeup more mobile accessible

October 30, 2017



Lancme is hosting a Halloween makeup tutorial on YouCam Makeup. Image credit: Perfect Corp.

By STAFF REPORTS

Beauty marketer Lancme is making its beauty products more accessible through a mobile device via a partnership with augmented reality application YouCam Makeup.

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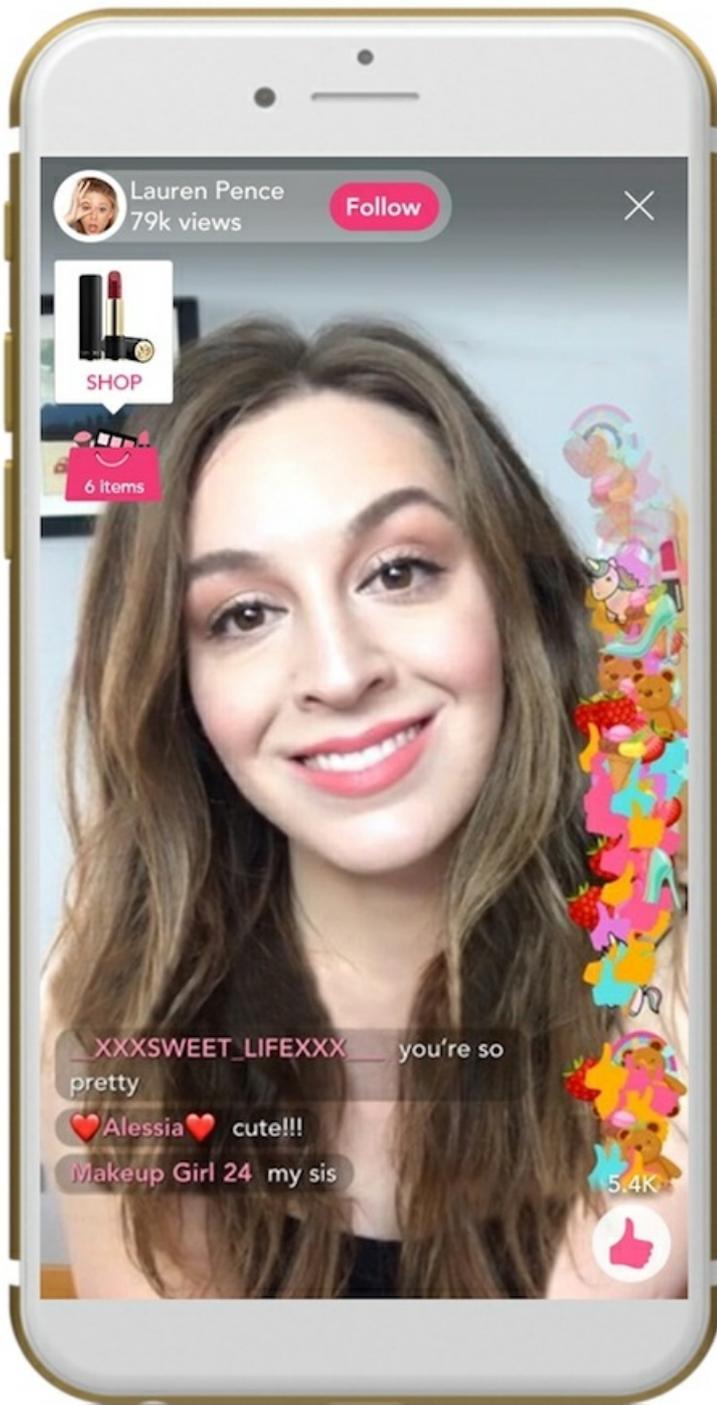
Giving users of the app the ability to test out products in a virtual environment, Lancme will be offering trials of individual products and full looks that can be applied via AR. As part of this partnership, Lancme will co-host a live-streamed show with a Halloween beauty tutorial on Oct. 30.

Ghoulish glam

Lancme's live show at 8 p.m. EST will detail how to get a Halloween beauty look using the beauty brand's products.

This content complements Lancme's presence within the app, which will include lipsticks, mascaras, liners and eye shadows that users can test out on themselves through live AR experiences.

When consumers find a product they want to wear in real life, they can make a purchase within the app.



YouCam's app. Image courtesy of YouCam Makeup

"We are thrilled to integrate Lancme's top beauty products into YouCam Makeup for users to try on virtually," said Alice Chang, CEO of Perfect Corp, the maker of YouCam Makeup, in a statement. "Lancme's unique curated styles, live streaming show and seamless ecommerce integration create a completely immersive user journey that makes luxury beauty discovery more fun, accessible and convenient than ever before."

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.

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](#)).