

FRAGRANCE AND PERSONAL CARE

## ModiFace to bring AR-enhanced mirrors to beauty retailers

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*ModiFace is bringing AR mirrors to its many partners in the beauty world. Image credit: Sephora*

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By DANNY PARISI

Cosmetics shoppers will be getting a new way of looking at themselves thanks to a solutions partnership that will grant access to their augmented-reality-infused smart mirror technology.

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The collaboration between ModiFace and Memomi will bring ModiFace's augmented reality makeup technology to Memomi's smart mirror displays, letting customers shop for cosmetics in-store in a more in-depth way. As retailers, especially cosmetics retailers, struggle to get more customers using technology in-store, this partnership offers an innovative new way of doing so.

### Augmented reality

Since its inception, retailers have always eyed augmented reality with a view of the future.

The technology allows users to see things that do not exist as if they were right in front of them, a perfect tool for the salesperson.

For cosmetics, AR has offered an opportunity that no other technology has been able to replicate better: actually trying on the makeup.



*A Memomi smart mirror. Image credit: Memomi*

ModiFace is one of the biggest names in this area, though other companies have tried their own versions of AR makeup apps.

Until now, ModiFace's AR tech has been best for seeing what certain cosmetics products look like without having to go to the store and try them. But with its new partnership with Memomi, customers can now use ModiFace technology in-store.

Now, customers at stores that partner with ModiFace and Memomi can use one of Memomi's digital smart mirrors to project different cosmetic products onto their skin on the mirror's display. Additionally, customers who own Memomi mirrors for personal use can also use this tool.

#### AR future

Augmented reality has already created a number of new opportunities for brands aside from letting customers try on cosmetics.

Sephora and Esté Lauder are among the beauty marketers leveraging facial tracking technology to lift conversions.

ModiFace, which creates augmented reality solutions including real-time virtual makeup application, has launched a software development kit for iOS and Android devices, enabling marketers to use the technology in their own apps. In the beauty world, face tracking has become a way to spur more confident purchase decisions away from the beauty counter, but ModiFace also sees the potential of face tracking to guide consumers along a relevant purchase path ([see story](#)).

French department store chain Galeries Lafayette leveraged its foot traffic and added attention around the holiday season to promote an environmental cause.



*Galeries Lafayette's AR campaign. Image credit: Galeries Lafayette*

The retailer's "Amazing Arctic Christmas" told the story of a family of polar bears who must venture away from the North Pole due to melting ice caps, with the bears finally finding respite in Galeries Lafayette's flagship store on Boulevard Haussmann in Paris. Bringing the story to life in front of shoppers' eyes, the retailer launched a mobile experience accessible in-store that uses augmented reality to create an arctic environment indoors ([see story](#)).

With all of these uses of AR ramping up, it is feasible that we will see a number of brands strengthening their partnerships with AR companies such as ModiFace in the near future.

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