

FRAGRANCE AND PERSONAL CARE

Esté Lauder leverages AR app for employee training

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Esté Lauder is using augmented reality to train its retail staff. Image credit: Esté Lauder

By SARAH JONES

Beauty marketer Esté Lauder is expanding its use of augmented reality technology to its retail operations.

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After launching a series of consumer-facing activations using Perfect Corp.'s YouCam application, the company has created an Augmented Reality Training (ART) program for its Beauty Advisors. Virtual experiences are being used more often by brands to streamline aspects of business, from training to technical work.

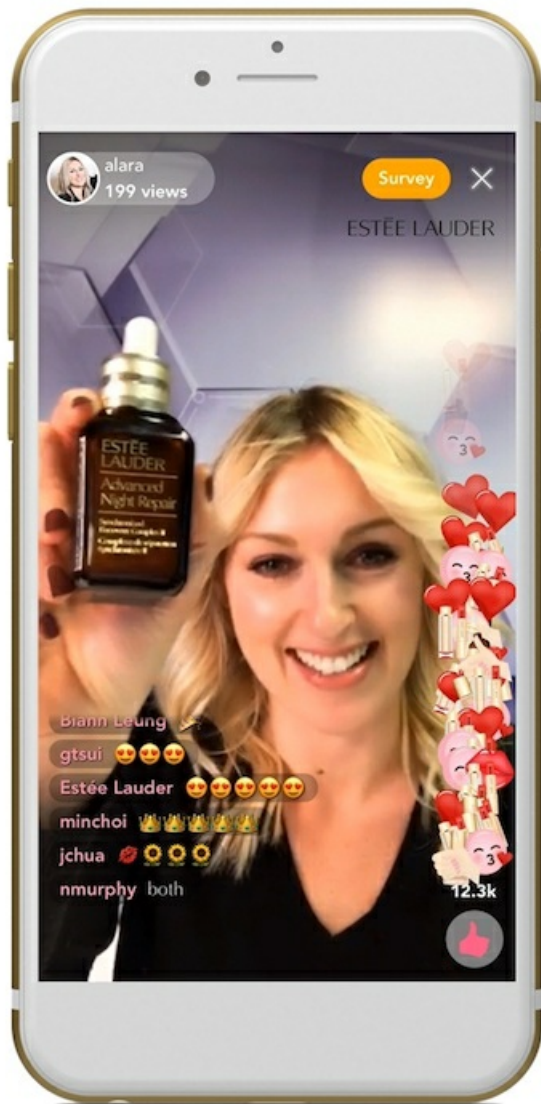
"This interactive technology allows us to reach Esté Lauder Beauty Advisors and Esté Lauder employees around the world in real time," said Colleen Gaetano, vice president, global education at **Esté Lauder**, New York. "Learners can participate by asking questions, sending likes, commenting and virtually trying on looks, adding new value to the Beauty Advisors' digital learning experience."

Mobile meeting

Esté Lauder has more than 17,000 Beauty Advisors around the globe, who serve as the frontline face of the brand at retail.

To keep these consultants up to speed on the latest products and provide training, Esté Lauder has launched an interactive live-streaming platform on a private channel on YouCam. Beauty Advisors can connect via their mobile device to real-time sessions hosted by Esté Lauder's Global Education team.

These edutainment sessions are enhanced with AR, allowing the consultants to try on a featured look themselves. They can also access slide shows and submit questions and feedback, allowing for back and forth between the central training team and the Beauty Advisors.



Screenshot of Este Lauder's live-streamed training. Image courtesy of Perfect Corp.

Using this platform also allows Este Lauder to track who attends and measure the engagement level of trainers and trainees.

Este Lauder held its first training session on Dec. 6, with more than 600 Beauty Advisors in attendance. This was centered on its new Perfectionist Pro Rapid Firm + Lift Treatment, which is designed to lift and firm the face.

This format allows for both a consistency in training and a feeling of intimacy with the trainers, despite not being with them in-person.

"YouCam technology creates a livestream classroom, allowing multiple distribution channels to participate in live sessions," Este Lauder's Ms. Gaetano said. "Learners have the ability to interact with each other and the teacher in real time they can receive answers to questions, learn new application skills and hear about brand news right away.

"This technology has the power to reach our teams faster and with a broader reach and in an interactive way," she said.

Prior to this initiative, Este Lauder used YouCam's technology to create a virtual try-on experience for its Pure Color Love lipstick. This included a feature where shoppers could try on all 30 shades in 30 seconds.

This month, Este Lauder debuted YouCam's "Look Transfer" technology at an influencer event. This interprets the shades of makeup used on models in an advertising campaign, allowing consumers to recreate the look on their face through AR.

Look Transfer will be available in-stores and through the YouCam app in 2018.

Behind-the-scenes

While virtual reality and augmented reality technologies have gained traction for consumer-facing activations,

brands are also starting to use them internally.

Hospitality service provider Crystal is preparing its captains for real-world steering of its vessels through a high-tech simulator.

Before Crystal's captains take the wheel of its river cruise liners, they will train and be assessed on simulators developed through a partnership between its parent company Genting Hong Kong and Netherlands-based Simwave. Leveraging what Crystal claims is the first of its kind technology for the cruise industry, the simulator is expected to increase safety for vessels by letting captains practice on dry land ([see story](#)).

German automaker Porsche's U.S. importer is similarly using augmented reality to aid remote assistance for its service technicians.

Porsche Cars North America's "Tech Live Look" employs smart glasses with a built-in camera and LED light, allowing workers to take and share images and video from their perspective ([see story](#)).

"We are so excited to work with Este Lauder to connect Beauty Advisors globally for live beauty training anywhere, anytime," Alice Chang, CEO of Perfect Corp., in a statement. "Leveraging YouCam's AR technology for beauty demonstrations allows for engaging, interactive and effective training in real time and at scale."

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