

FRAGRANCE AND PERSONAL CARE

ModiFace simplifies beauty try-ons via Samsung integration

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ModiFace is bringing its AR technology to Samsung phones. Image credit: Sephora

By STAFF REPORTS

Beauty augmented reality technology company ModiFace is making it easier for owners of Samsung devices to virtually try on cosmetics.

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ModiFace, which works with brands such as Esté Lauder and Sephora, has integrated its AR experience into Samsung's live video experience on its Galaxy S9 and S9+ phones, letting consumers explore makeup looks without needing a separate application. AR has been shown to drive ecommerce sales for beauty labels, as consumers can get a sense of how products will look before they commit to a purchase.

Mobile modelling

ModiFace's technology is being integrated into Samsung's Bixby artificial intelligence platform. The experience runs via live video at 30 frames per second, letting consumers see shades mapped onto their faces in real-time.

Looking ahead, ModiFace plans to add additional brands and looks to Bixby, offering greater options to Samsung users.

"We are delighted by the partnership with Samsung, and especially by enabling our technology to be directly used within the default camera application within Bixby," said Parham Aarabi, founder and CEO of ModiFace, in a statement. "This allows billions of users to have immediate access to ModiFace's industry leading beauty simulation technology, while at the same time enabling leading beauty brands to reach new customers on an unprecedented scale."



ModiFace's Samsung partnership puts beauty AR into the phone's camera. Image courtesy of ModiFace

Augmented reality beauty experiences can drive sales for brands, with a study on application YouCam Makeup finding that try-on features double conversions.

While the use of augmented reality apps drives purchase intent across younger age groups, the benefit drops off at age 30. Augmented reality is becoming more popular in the beauty retail space, as brands try to replicate the counter experience outside of physical stores ([see story](#)).

Beyond the phone, AR is being used in beauty retail to provide immediate visualizations.

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.

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 ([see story](#)).

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