

FRAGRANCE AND PERSONAL CARE

YouCam debuts one-on-one live chat with beauty experts

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YouCam introduced the app's new feature at SXSW in Austin, Texas. Image credit: YouCam Makeup

By STAFF REPORTS

YouCam Makeup, the mobile application that lets users virtually "try on" different cosmetic products through the use of their mobile devices' camera, is expanding its experiences with live consultations.

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A new feature being previewed at SXSW in Austin, Texas will allow consumers to video chat one-on-one with beauty experts through the app. The feature is meant to further enhance the app's utility and make it an essential companion for beauty lovers and the brands that YouCam is hoping to court.

"We are thrilled to debut YouCam's innovative Beauty Advisor service at the iconic SXSW festival," said Alice Chang, CEO of YouCam's parent company [Perfect Corp.](#), in a statement. "By adding an on-demand personalized feature, YouCam continues to elevate and enhance the customer beauty journey for consumers, brands and retailers alike."

Beauty advice

In an era when luxury brands are increasingly focusing on digital tools and how they can help improve the customer experience, YouCam has emerged as one of the platforms that makes the best of augmented reality.

Through the YouCam app, customers can turn their phone's camera on themselves and digitally project different beauty products onto their face to see how they would look.

This ability eliminates one of the more difficult problems for beauty products in an online world as cosmetics need to be matched very carefully to a person's skin tone or complexion.

Now, YouCam is taking its utility even further with the ability to live video chat with beauty experts through the app.

The experts can help customers find the best products as well as offer tips and advice on how to apply those products or suggest products that would match a customer's desired look.

Advisors can also walk the consumer through a complete look, helping them build it product by product.

YouCam demonstrated this new tool at SXSW at the Four Seasons hotel in Austin with help from celebrity makeup artist Jeanine Lobell.



Screenshot of Swarovski's YouCam experience. Image courtesy of YouCam

Last Christmas, consumers to give themselves an instant makeover through a collaboration with YouCam.

With YouCam Makeup and YouCam Fun, the brand launched a holiday augmented reality experience that allows consumers to try on makeup looks embellished with crystals and Swarovski creations. YouCam has become a popular partner for luxury beauty brands such as Lancme and Este Lauder, but this hybrid jewelry and makeup experience was the first of its kind for the app ([see story](#)).

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