

FRAGRANCE AND PERSONAL CARE

L'Oral's new partnership brings AR makeup testing to broad audience

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L'Oral's Style My Hair app powered by ModiFace. Image credit: L'Oral.

By STAFF REPORTS

Beauty manufacturer L'Oral, after recently acquiring augmented reality makeup app ModiFace, is entering an agreement with Facebook that will bring AR experiences through the application's camera feature.

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ModiFace technology will be seamlessly integrated with Facebook, allowing brands from L'Oral direct access to consumers for makeup testing. Brands such as Lancme, Giorgio Armani and Yves Saint Laurent will allow users to try on different makeup looks virtually from their inventory of products.

"Facebook and L'Oral share the vision that Augmented Reality is becoming key for product and brand discovery and purchase," said Lubomira Rochet, chief digital officer at L'Oral, in a statement. "We are at that magical moment when technologies have matured enough and consumer appetite for using them is growing everywhere.

"We are very excited about that new step in our long-term partnership with Facebook," she said. "One fascinating aspect of this partnership is that it keeps us innovating the beauty user experience. After having adapted our creatives and contents to a mobile-first world it will be very interesting to see how AR is going to change the creative playbook of our industry."

Technology integration

Drugstore makeup brand NYX will be the first to pioneer the Facebook experience, launching a look by the end of this month.

The brand has even created a YouTube video to show consumers how it will work.

Users will be able to try on a variety of its lipstick looks without having to leave their homes. The camera feature will allow consumers to see what the products look like on their faces through the AR technology.

L'Oral's partnership with Facebook allows it to bring the interactive technology to a wider audience, since many people are using Facebook, eliminating the need for users to have to download the ModiFace app.

"This deep collaboration is very relevant for ModiFace since it will allow our AR experiences to live on Facebook

and be used by millions of consumers across the world," said Parham Aarabi, CEO and founder of ModiFace. "This is a great new way to discover L'Oral products and brands through very realistic, engaging and meaningful beauty experiences."

ModiFace also recently made it easier for owners of Samsung devices to virtually try on cosmetics as well.

ModiFace, which also works with brands such as Este 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 app. 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 ([see story](#)).

"People want new ways to experience products and services and Facebook's Augmented Reality platform can make that happen today," said Will Platt-Higgins, vice president of global account partnerships at Facebook, in a statement. "By bringing AR into the mainstream L'Oral and Modiface are reshaping the beauty experience and we're thrilled to see this brought to life on Facebook."

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