

FRAGRANCE AND PERSONAL CARE

AR beauty app brings cryptocurrency to more women

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Image credit: Perfect365

By SARAH RAMIREZ

Augmented reality beauty platform Perfect365 is integrating a cryptocurrency into its applications, becoming one of the first companies to offer cryptocurrency use to a user base dominated by women.

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As cryptocurrencies become more widely accepted by consumers and brands, women have been left behind. With an audience of 92 percent female, Perfect365's adoption of Kin will make cryptocurrency more accessible to millions of women.

Beauty buys

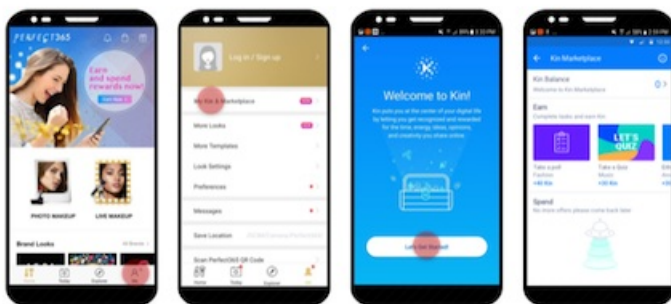
Perfect365 allows users to test makeup and hair trends using AR technology. The platform counts luxury brands Yves Saint-Laurent and Giorgio Armani among its partners.

The mobile app has been downloaded more than 100 million times and 65 percent of users are women between the ages of 17 and 34.



Image credit: Perfect365

Within the next week, users of Perfect365 will be able to natively earn Kin, a cryptocurrency used for consumer apps. Users will be rewarded with Kin after they answer surveys on Perfect365, and in the future will also earn Kin by creating and sharing unique makeup looks. Kin can be spent on premium features within Perfect365 and, at a later date, the Kin marketplace.



Perfect365 is integrating cryptocurrency Kin. Image credit: Perfect365

Perfect365 is able to keep tabs on trends and interests by engaging its large customer base of millennials and Generation Z with surveys. A previous report from Perfect 365 found that a significant portion of Western consumers condemn the testing of beauty products on animals and will reject brands that do so ([see story](#)).

Another Perfect365 user survey highlighted the value of introducing cryptocurrency to a largely female audience. Thirty-four percent of respondents expressed interest in acquiring cryptocurrencies, but only 12 percent currently owned some.

Beauty brands are among the fastest to embrace exciting technology such as AR and artificial intelligence, so it is no surprise a beauty AR platform is taking advantage of this opportunity to draw more women to cryptocurrencies.

Crypto changes

Cryptocurrencies are already changing how some luxury items are purchased.

This past spring, digital television channel FashionTV announced that it would begin accepting bitcoin for all of its

services, including at its cafes and hotels, as well as allowing customers to purchase products from FashionTV with bitcoin.

Additionally, FashionTV will be introducing its own form of cryptocurrency called FTV Coins, a move that the group said was made under the advisory of the House of Nakamoto, a retail group focused on bitcoin and other cryptocurrencies ([see story](#)).

High-profile luxury real estate sales made through cryptocurrencies have also massively expanded popular perception of how useful they can be among wealthy elites.

With luxury apartments in New York and sprawling luxury homes in California going on sale for Bitcoin, it is clear that the cryptocurrency's place in luxury real estate has been cemented, paving the way for further adoption in other sectors of the high-end market ([see story](#)).

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