

FRAGRANCE AND PERSONAL CARE

## Luxury brands take notice as Meitu grows overseas

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Meitu's Beauty Cam app allows users to edit their photos. Image credit: Meitu

By BRIELLE JAEKEL

Luxury beauty brands should plan to incorporate the Chinese beauty application developer Meitu into their strategies, as the application grows significantly to other regions and increasingly acts as a social community.

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Meitu, a beauty app in China, has expanded significantly outside of China with an overseas version in addition to two others. The developer's Airbrush app saw its revenues grow 500 percent year-over-year in 2018, its BeautyPlus saw 165 percent revenue growth in 2018 and the overseas Meitu app is leading app stores in Japan, South Korea, Thailand, Egypt, Mongolia and Saudi Arabia.

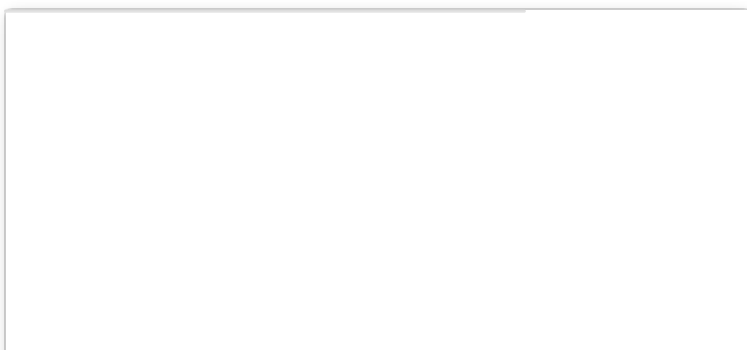
"Meitu is committed to bringing a series of MTlab technologies to overseas markets and launching a new generation of beauty-enhancement functions such as the Personalized Camera, AI Portraits and AI Smart Skin Testing while continuously upgrading the photo-editing standards for our overseas users," said Wei Zhang chief technology officer of [Meitu](#).

Beauty growth

Airbrush originally launched as a photo retouching tool in 2015, and has seen 8 million unique users within the past year. This is a 20 percent jump since 2017.

Paid users make up 10 percent of all users, and Airbrush's monthly repurchase rate has exceeded 80 percent.

Since the rollout of its subscription-based model, the app has seen a 500 percent increase in year-over-year revenue.



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A post shared by Meitu (@meitutow) on Dec 28, 2018 at 3:16a..

### *Meitu Instagram post*

The app has significantly expanded overseas through organic growth.

BeautyCam’s overseas version, BeautyPlus, earns revenue through advertising, and saw a revenue increase of more than 165 percent year-over-year.

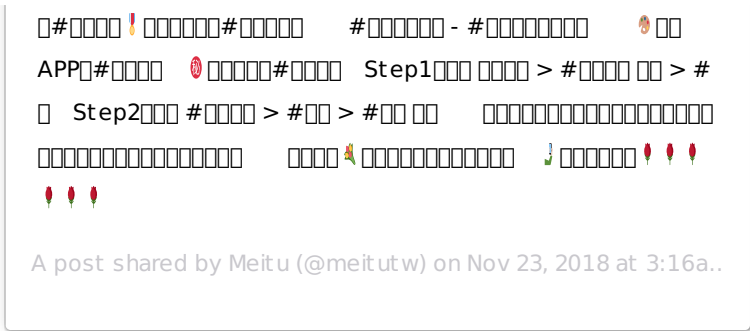
Luxury beauty brands need to look to this soon, as other brands such as Japanese IP Sanrio, DKNY Fragrances, Amazon Prime and Pond’s are already learning to leverage the app.

Meitu also launched a beauty ecommerce partnership with Secoo earlier this year, allowing the social beauty app to expand its selling.

Swiss jeweler Piaget is another brand that has worked with the Meitu group on a filter. The app was also integrated into the Givenchy Beauty Boutique in Nanjing, China with an in-store magic mirror.

In South Korea, the Meitu app is ahead of Facebook, Instagram, YouTube and Tik Tok, and in markets including Japan and Saudi Arabia, the platform was number one as well in app stores.

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*Instagram post from Meitu*

The app also garnered significant organic growth with and 80 percent jump overseas.

Additional information

LVMH-owned travel retailer DFS served up beauty tips for the jet set in a global event.

During the campaign, DFS also debuted an artificially intelligent augmented reality mirror by Meitu that allows shoppers to try on combinations of lipcolor from brands including Giorgio Armani Beauty and Lancôme ([see story](#)).

Augmented reality beauty continues to pick up.

YouCam Makeup, another app that lets users virtually “try on” different cosmetic products through the use of their mobile devices’ camera, has expanded its experiences with live consultations.

A feature first previewed at SXSW in Austin, Texas allows 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 ([see story](#)).

"Moving forward, Meitu will continue its internationalization efforts with key considerations that include brand recognition, the size of a market's user base, the market entry threshold and the potential for growth and monetization," Mr. Zhang said.