

FRAGRANCE AND PERSONAL CARE

Guerlain aims to simplify beauty trials with AR experience

April 16, 2019



Guerlain's Rouge G comes in 450 different combinations. Image courtesy of Guerlain

By STAFF REPORTS

French beauty label Guerlain is giving consumers tools to try on its cosmetics virtually through a partnership with Voir.

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By using in-store iPads at Guerlain boutiques or the Voir mobile application, shoppers can see what they would look like wearing shades of the brand's products. Increasingly, beauty brands are looking to replicate the in-store counter trial in digital channels, looking to meet consumers where they are researching.

"Consumers don't just want to buy something, they want a great customer experience that complements the product," said Jean-Denis Mariani, chief digital officer of Guerlain, in a statement. "And when it comes to makeup products, we know that it could be difficult for some of them to buy it without testing it.

"As a result, we worked closely with our partner Voir to develop a customized virtual try-on tool, allowing our consumers to test in-store many shades of our make-up products notably our star products like Rouge G lipsticks, L'Essentiel foundation or the legendary Terracotta, before buying it," he said. "Create seamless experiences, removing all friction points during the whole consumer journey is one of our top priorities."

Augmented trials

Guerlain's try-on experience was designed for the brand by Voir. With the technology, consumers can try on tens of products virtually in a short amount of time.

Voir's 3D renderings aim to make the most realistic translation of products to the virtual environment. Consumers' cameras capture their faces, which then have cosmetics superimposed, creating an augmented reality mirror.

Featured in the AR experience is the Rouge G lipstick line, including the new matte hues that launched on April 1.

"We are excited about the collaboration with Guerlain," said Dmitry Koltsov, CEO of Voir Inc., in a statement. "Together we are reinventing the digital beauty world and staying ahead of fast-moving beauty trends."



Voir app. Image courtesy of Voir

While a significant portion of the customer journey in the beauty category has migrated to digital channels, the bricks-and-mortar environment remains key for both exploration and conversion, with 65 percent of discovery happening in store.

According to a survey conducted by Accenture for Facebook, younger shoppers between the ages of 18 and 34 are the most apt to have found a new beauty product online, with almost half of these respondents saying they have discovered makeup via mobile. As beauty brands seek to make it easier for consumers to try out and find cosmetics and skincare virtually, an approach that blends channels allows marketers to reach shoppers across their purchase path ([see story](#)).

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