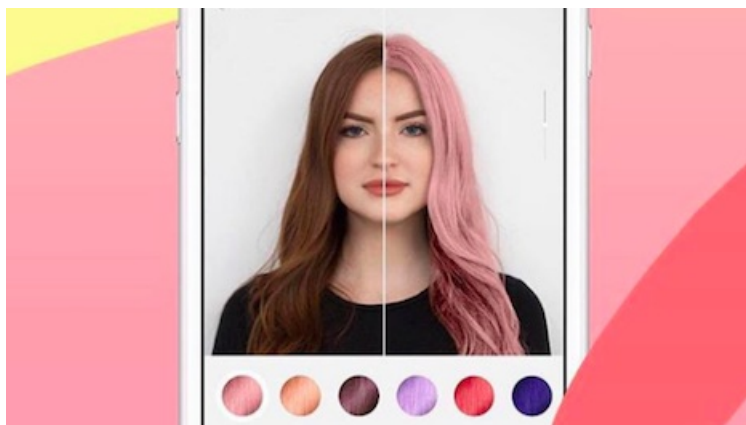


FRAGRANCE AND PERSONAL CARE

## Amazon fights for space in beauty with Modiface integration

June 4, 2019



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

By STAFF REPORTS

Ecommerce giant Amazon is working with L'Oreal's Modiface for augmented reality, allowing customers to test cosmetics in a virtual environment.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As Amazon looks to corner every sector of retail, the ecommerce platform is now contending with other beauty platforms such as Sephora and Estée Lauder with its own virtual try-on. Users will be able to use their front-facing camera to see a live video or photograph of themselves wearing virtual lipstick.

### Amazon and Modiface

The new service will live on Amazon's Web services and will feature a variety of lipstick shades for shoppers to test in an accurate and realistic manner.

Modiface's technology taps into analysis of product information provided by brands through artificial intelligence in addition to images and descriptions of the product available on social media.

"We are excited to team up with Modiface to make shopping for cosmetics online even easier by offering customers the ability to virtually try-on before they buy," said Nicolas Le Bourgeois, head of Amazon Beauty, in a statement.

"With this new AI-powered virtual experience, Amazon customers can now conveniently try-on thousands of lipstick products, save photos on their devices to share with friends and ultimately purchase with greater confidence wherever they are, whenever they want, with products delivered right to their doorstep.

"This launch is another important milestone in our vision to be the best possible place for customers to discover and buy beauty products online," she said.



*Sephora works with ModiFace for augmented reality pushes for personalization. Image credit: Sephora*

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

The augmented reality platform 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 application. 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](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.