

FRAGRANCE AND PERSONAL CARE

Alibaba adds YouCam AR to engage beauty shoppers

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Alibaba is bringing YouCam capabilities to Tmall. Image credit: Perfect Corp.

By STAFF REPORTS

Augmented reality provider Perfect Corp. is partnering with Chinese ecommerce giant Alibaba to bring virtual try-on technology to Chinese consumers.

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Through the new global strategic partnership, shoppers can now use Perfect Corp.'s YouCam AR on Tmall to try before they buy, elevating the online experience. Chinese shoppers are known for their sophisticated approach to technology, and this move will help Alibaba stay at the forefront of customer experience and innovation.

"In the next three years, innovative technology will be the key to driving increased sales," said Mike Hu, general manager of Tmall FMCG at Alibaba Group, in a statement. "Especially in the beauty industry, technology will bring the biggest change for young generations to purchase products.

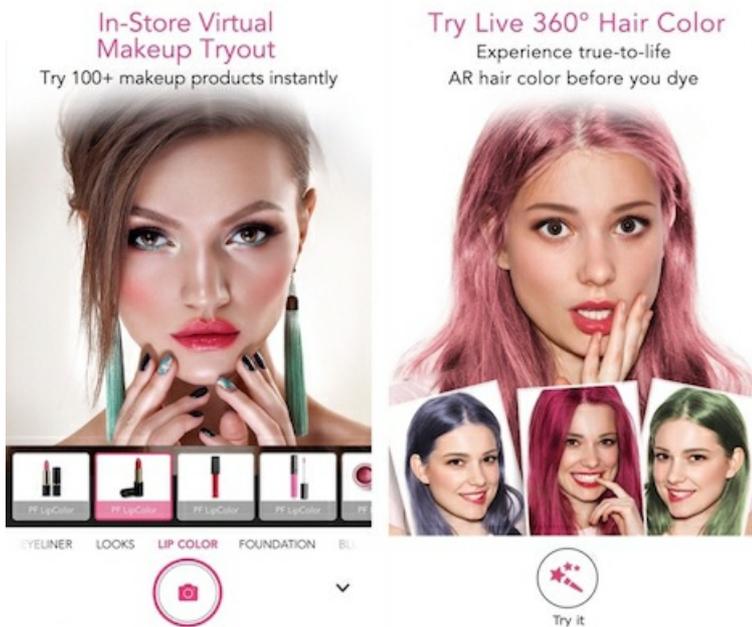
"We need the innovative technology to level up the consumer experience and also the product experience, shopping experience to fulfill the demands of our customers," he said. "We are very pleased to be partnering with Perfect Corp. and we see a great future in the team."

AR applications

YouCam specializes in the beauty sector, offering AR solutions that allow users to virtually try on lipstick, blush, eyeliner, eyelashes and eyeshadow before purchasing products.

Both parties expect that this partnership will boost consumer engagement when purchasing beauty products on Alibaba's Tmall and Taobao, leading to increases in sales conversions and customer satisfaction.

"China is one of the major markets in the beauty industry," said Alice Chang, founder/CEO at Perfect Corp., in a statement. "The partnership is an industry game changer, forging an innovative relationship between global brands and consumers."



YouCam for Business. Image credit: Perfect Corp.

In addition to global partnerships, Perfect Corp. has also equipped smaller brands with AR.

Perfect Corp.'s "YouCam for Business" app will further increase the competition for established luxury beauty brands to up their technological offerings in their stores. Smaller boutiques, retailers and brands will now be able to offer cutting-edge tech solutions with less infrastructure risk.

The new business offerings include digital makeup try-ons through AR, artificial intelligence solutions for skin analysis and finding foundation shades, hair color testing and more. YouCam states these solutions are aimed to help brands increase basket size, boost sales and decrease wait times ([see story](#)).

Elsewhere in China, Italian fashion label Giorgio Armani is catering to the growing online market for beauty in China by becoming the first luxury brand to incorporate 3D augmented reality makeup try-ons into its WeChat mini program.

Beauty group L'Oral's AR makeup platform ModiFace will be supporting Armani Beauty's virtual makeup application on WeChat, one of the leading social media platforms in China. More than a quarter of beauty buys in China are made online, underscoring the importance of prestige cosmetics brands investing in ecommerce tools ([see story](#)).

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