

MEDIA AND PUBLISHING

Vogue France launches first makeup trial on Web site via augmented reality

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Vogue France is tapping augmented reality to trial makeup online. Image courtesy of Vogue France and Perfect Corp.

By STAFF REPORTS

Vogue France will blend technology with its content, allowing readers to test makeup on its Web site using augmented reality and bring fashion to life.

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Using technology from Perfect Corp., Vogue France will let readers [try makeup on fashion images](#) via the camera on their smartphones or computers. Readers can try three different looks, and resume reading the article.

"At Vogue.fr, we are constantly looking for new experiences for our readers and for our advertising brands," said Yves Bougon, CEO of Cond Nast France, in a statement.

"We are delighted to be the first media in France to offer on our Web site the augmented reality experience for an even more personalized interaction with the reader," he said.



Vogue France's smoky vapoureux look. Image credit: Vogue France

New page

Vogue France is one of the leading fashion publications in the country. Its Web site is a key destination for readers seeking fashion tips and ideas, as well as related news.

Perfect Corp. is the publisher of YouCam Apps, a maker of augmented reality beauty apps, with more than 700 million downloads and 32,000 referenced products.



Vogue France's cat eye punk look. Image credit: Vogue France

The augmented reality technology relies on advances in artificial intelligence.



Vogue France's smoky vapoureux look. Image credit: Vogue France

"We are excited to launch the first makeup trial with Vogue France to bring their beauty story to life," said Alice Chang, CEO of Perfect Corp. "This partnership allows readers to interact with Vogue.fr content in a new and unique way."

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