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FRAGRANCE AND PERSONAL CARE

Kendo Brands' Lip Lab by BITE adapts with digital custom lipstick creation

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Kendo Brands' Lip Lab by BITE will now allow custom lipstick creation from home for U.S. and Canadian shoppers by linking to sales associates in four North American retail locations. Image credit: BITE

By LUXURY DAILY NEWS SERVICE

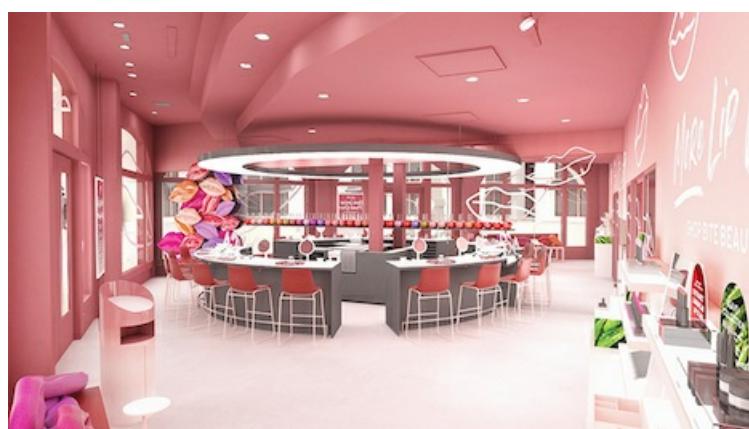
Necessity is the mother of invention as luxury brands are finding out in the COVID-19 era. Not surprisingly, cosmetics brands have had to adapt and get creative, as is evident by Kendo Brands' Lip Lab by BITE, a label under the LVMH-owned company's incubation.

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The Lip Lab by BITE brand lets customers create a custom lipstick via experiential retail concepts in New York's SoHo district and Brooklyn borough, California's Irvine in Orange County and Toronto.

Pucker up

Prior to the pandemic, could book appointments to create their ideal shade, add a scent, pick a finish, and engrave their lipstick cap with the help of a color expert.



BITE's Lip Lab store in Irvine, California. Image credit: BITE

Now, with fears of the coronavirus among its employees and shoppers, that in-person lipstick creation may not entirely be everyone's cup of tea even though the four locations have opened up with all due precautions.

So, BITE did the next best thing: let shoppers create a clean custom lipstick from their homes.

Consumers in the United States and Canada can book a Lip Lab At Home appointment on <http://www.bitebeauty.com/lip-lab> and choose the location from the four stores where they want to create their custom lipstick.

So far, bar the Irvine store, the other three offer both in-store and online lipstick creation.

Using the code LIPHOME, consumers can [book an appointment](#) on the site and create a lipstick for \$45 plus a free gift or \$90 for two lipsticks with a free gift.

The custom lipstick can be created with 30 to 45 minutes after the appointment begins. The final product is shipped with 24 to 48 hours for free.

.@bitebeauty responds to their guests' and employees' needs and launches Lip Lab At Home!

Now everyone can experience the fun in making its own custom clean lipstick! Book now at

<https://t.co/pouXhLK4v4> <https://t.co/OA99URKUzY#LIPLABXBITE> pic.twitter.com/rsMFoI5RHP

LVMH (@LVMH) [August 26, 2020](#)

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