

FRAGRANCE AND PERSONAL CARE

Nars debuts AI-powered ambassador campaign

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AI-generated stars model in Nars' newest campaign, lending new layers to the term "digital native." Image credit: Nars Cosmetics

By AMIRAH KEATON

A new campaign from French cosmetics company Nars is redefining what it means to be digitally native.

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By way of social media, the brand has introduced its audience to a trio of "meta-humans." These artificial intelligence-powered (AI) models act as ambassadors for the launch of Nars' Powermatte Lipstick range three virtual personas mirror the beauty line's bold shades by nature of origin.

Virtual reality stars

The luxury beauty expert's current batch of social media content strays quite sharply from previous makeup posts. Three realistic avatar personas appear in-feed as, indeed, a band of fresh faces diverse in shapes, sizes and hues joins Nars' ranks.

These "Power Players" promote the brand's high-intensity matte formulas which boast 10 hours of staying power. Viewers meet Maxine, Chelsea and Sissi in an accompanying campaign video.

Therein, the models act as virtual reality guides, lifting one respective Powermatte color each, of the range's 15 shades. The cyber effort's first central character to appear is 27-year-old digitized diva Maxine, whose self-expression takes creative cues from her underground DJ sets hosted downtown in NYC.

Nars introduces the AI ambassador trio

She wears "Dragon Girl," which Nars pegs as a vivid siren red.

"She is fearless and inspiring," Nars shares in a caption on social.

"A natural networker who believes in changing the world without changing who you are."

Chelsea, a London-based digital artist, is 32 years of age and a cryptocurrency enthusiast, using the currency to pioneer in the art industry, as posited by the brand. This persona is given the characteristics of an early adapter.

"Always ahead of the curve, on the pulse of what's new, next, and novel," says the beauty brand.

The youngest of the bunch, Sissi, 21, is an independent designer of virtual fashion, hailing from Shanghai. Dreaming, drawing and designing mark her emerging industry career, according to the brand.

A lover of bold colors and luxurious textures, Sissi dons the "Too Hot To Hold" Powermatte color, a fitting maple rose shade.

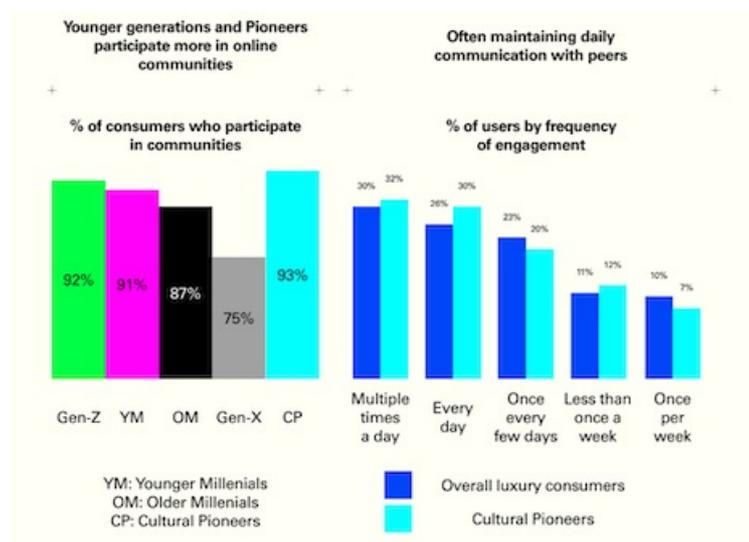
True to form, the spot features fashions styled by New-York native Patti Wilson, with artistic direction from lead Nars' MUA Lena Koro.

Sauntering and strutting as substitutes amid Nars' pixilated frames, the ladies bear a striking resemblance to those of the real-life realm.

Born of a framework for creating high-fidelity digital humans belonging to 3D creation tool Unreal Engine, the brand worked in close collaboration with the platform specializing in advanced photoreal visuals and immersive experiences to develop its "Power Players."

Digital community and younger cohorts

While collaboration is one key element in the Web3 equation, the other is authenticity (see story), and, despite its latest campaign's digital addition, Nars keeps its values close, with inclusivity at the core of the innovative activation.



Most young luxury consumers are frequently engaging in metacommunities. Image credit: Highsnobility

Ethnically diverse, regionally comprehensive and size-inclusive, among other attributes, the application of personality traits to Nars' AI aids is optimally strategic.

The empowering archetypes transcend AI boundaries Nars' virtual frontier carries the potential to foster connections with a wide variety of consumers, especially young ones, who consulting firm Bain & Company says are buying luxury goods sooner (see story), and to who a brand's ESG story and DEI associations are dramatically more important than any prior generation (see story).

Having launched a number of metaverse initiatives in recent years, parallels between Nars as an active Web3 advocate and its own fairly-young identity the brand was established just 28 years ago, in 1994 become increasingly apparent.

Separate from the metaverse, younger generations tend to participate more in online communities, including 93 percent of cultural pioneers.

Three in 10 of all luxury consumers also engage with these communities multiple times a day, with Instagram, YouTube, Facebook and WhatsApp as the preferred social channels.

About a third of all luxury consumers and 52 percent of cultural pioneers participate in general luxury communities. Nearly half of cultural pioneers are involved with brand-specific communities, and 57 percent participate in sneaker and streetwear communities (see story).

Communication rooted in social media seems to strike gold with this cohort. Nars' integration of two highly-visual platforms Instagram and TikTok works to further its reach with younger generations.

Between all of these factors, the Shiseido subsidiary could be onto something with "Power Players." The campaign

provides a solid use case in ways to make VR work for the brand, and not the other way around.

Risk-taking also strikes as inherent to the brand's DNA.

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