

FRAGRANCE AND PERSONAL CARE

# Google, Pat McGrath Labs to host augmented reality pop-up in NYC

October 16, 2023



*Starting Oct. 20, the three-day event is open to the public and will integrate digital try-on tools, educating attendees on new ways to shop for beauty. Image credit: Pat McGrath Labs*

By LUXURY DAILY NEWS SERVICE

Beauty brand Pat McGrath Labs is bringing its products to life with help from technology giant Google.

The partners soon plan to host an experiential activation in New York City, the event presenting strong retail use cases for augmented reality (AR). Open to the public from Oct. 20 to Oct. 22, "The Art of Beauty" Pat McGrath Labs x Shop with Google pop-up will allow guests to book makeup sessions, enter giveaways and discover a luxury product lineup, trialing digital tools to do so.

"I am thrilled to partner with Google to launch this immersive experience, a step inside the world of Pat McGrath Labs, and have my products available through Google's AR try-on," said Pat McGrath, founder of [Pat McGrath Labs](#), in a statement.

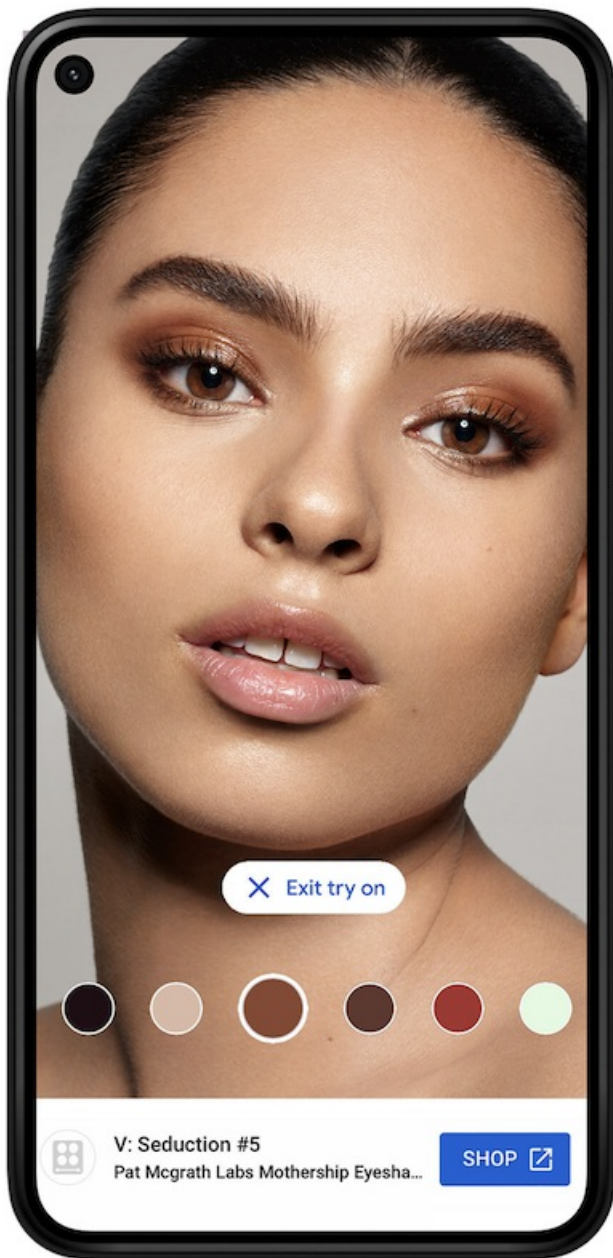
"When it comes to makeup, I always say, 'use without caution,' and now you can shop without caution, too," Ms. McGrath said. "This pop-up will give people unprecedented access behind the scenes of Pat McGrath Labs I can't wait for everyone to experience it!"

## Beauty of the future

This weekend, visitors to the technology-fitted space can expect to get an inside look at the brand universe of Pat McGrath Labs, acquiring new skills with which to shop for makeup and skincare along the way.

The three-day pop-up, slated from noon to 7 p.m. at 101 7th Avenue in New York City, will allow guests to virtually sample the beauty label's signature lip products and Mothership eyeshadow palettes using Google's AR tools.

Additionally, official Pat McGrath Labs makeup artist showteam members will be available for live makeup sessions.



*Pop-up attendees will gain access to Pat McGrath Labs products using virtual tools supported by Google. Image credit: Pat McGrath Labs*

Born in 2020, the AR Beauty tool from Google gives browsers access to thousands of eyeshadow, lipstick and foundation shades from dozens of brands, all within Google Search or on the Google app for iOS or Android devices.

Event tickets are free and available at <https://www.patmcgrath.com/pages/the-art-of-beauty>.

When executed properly, these tools can grant a convenience factor to consumers, one that has led luxury labels from across categories to embrace the widespread use of augmented and virtual reality interfaces in recent years ([see story](#)).

"AR is an incredibly helpful technology for online beauty shoppers of all skin tones and ethnicities because it allows them to envision what a beauty shade looks like on them, or on a model who resonates with them, all before they buy," said Stephanie Horton, senior director of commerce marketing at Google, in a statement.

"We're thrilled that shoppers can now virtually try-on Pat McGrath Labs, which offers products that complement a wide range of skin tones, right within Google's AR Beauty tool."