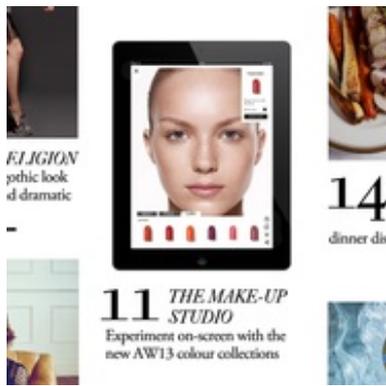


MOBILE

## Harrods bolsters mobile beauty sales with interactive makeup studio

December 11, 2013



By JEN KING

London department store Harrods is using its iPad magazine application to mimic an in-store makeup trial to strengthen mobile commerce beauty sales.

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**Luxury Daily**

Found in the December/January 2014 issue of Harrods' magazine app, the interactive "Makeup Studio" features four high-end beauty lines carried by the retailer. Interactive digital content that allows consumers to "try on" a product or see how an item works mirrors the in-store experience and empowers consumers with a better understanding of products.

"The Makeup Studio allows Harrods' fans to experiment with selected makeup brands outside the Harrods' retail store," said Karen Pattani-Hason, new business and partnerships director at [Aurnhammer](#), New York.

"This is powerful, as it enables users to sample product outside the retail environment, which brings the magic of Harrods to consumers wherever they may be," she said.

"It's important to include an interactive feature in the app such as the make-up application is an interactive experience."

Ms. Pattani-Hason is not affiliated with Harrods, but agreed to comment as an industry

exeprt.

Harrods did not respond by press deadline.

Inside the makeup artist's studio

Harrods' Makeup Studio is found on page 11 of the beauty section in the latest issue.

The Makeup Studio features beauty products from Laura Mercier, Dolce & Gabbana, Shu Uemura and YSL's autumn/fall 2013 color palettes.

First, the consumer is asked to select a skin tone closest to her own. The second step asks the consumer to select one of the four featured beauty collections.



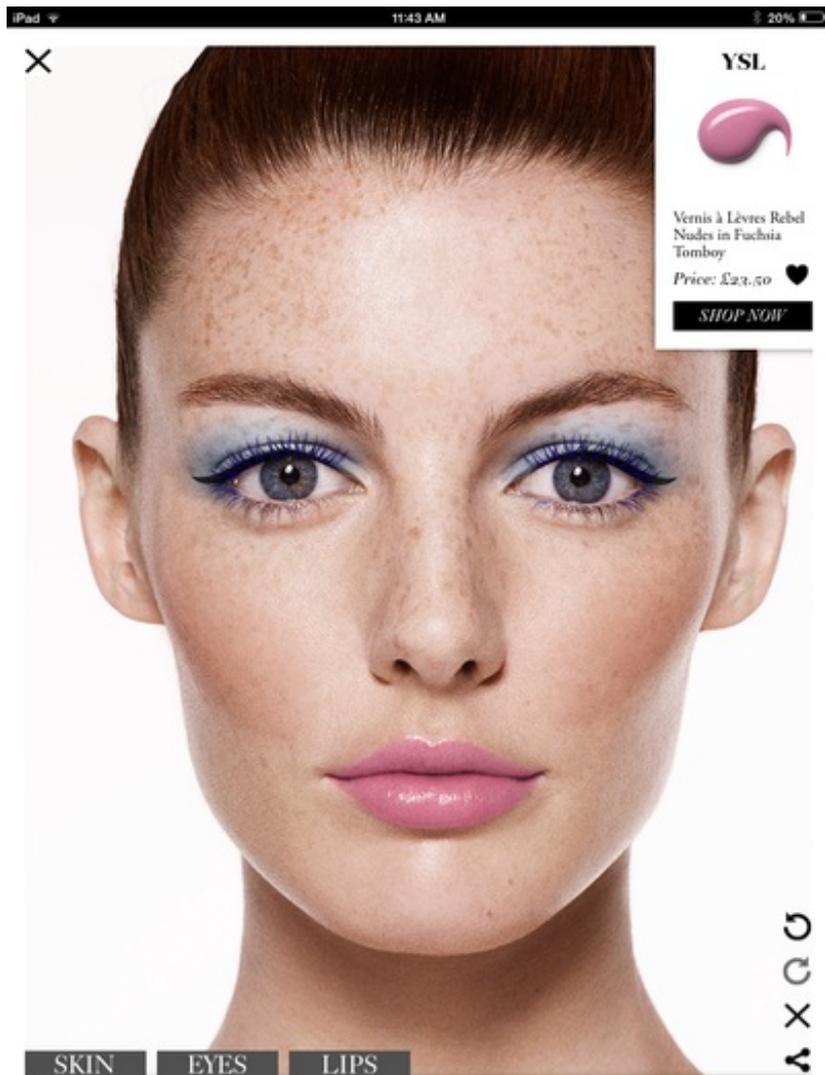
### Start up steps for Harrods' Makeup Studio

Once the user has selected the appropriate skin tone and brand, a new page automatically loads. The new page displays the model's face without makeup, with three tabs that read: skin, eyes and lips.

To test out a blush or bronzer the consumer selects a color from the season's collection and drags a finger across the cheekbone of the model to make the product appear. The same is done for eyeshadows, eyeliners, mascaras and lip color for each featured brand.

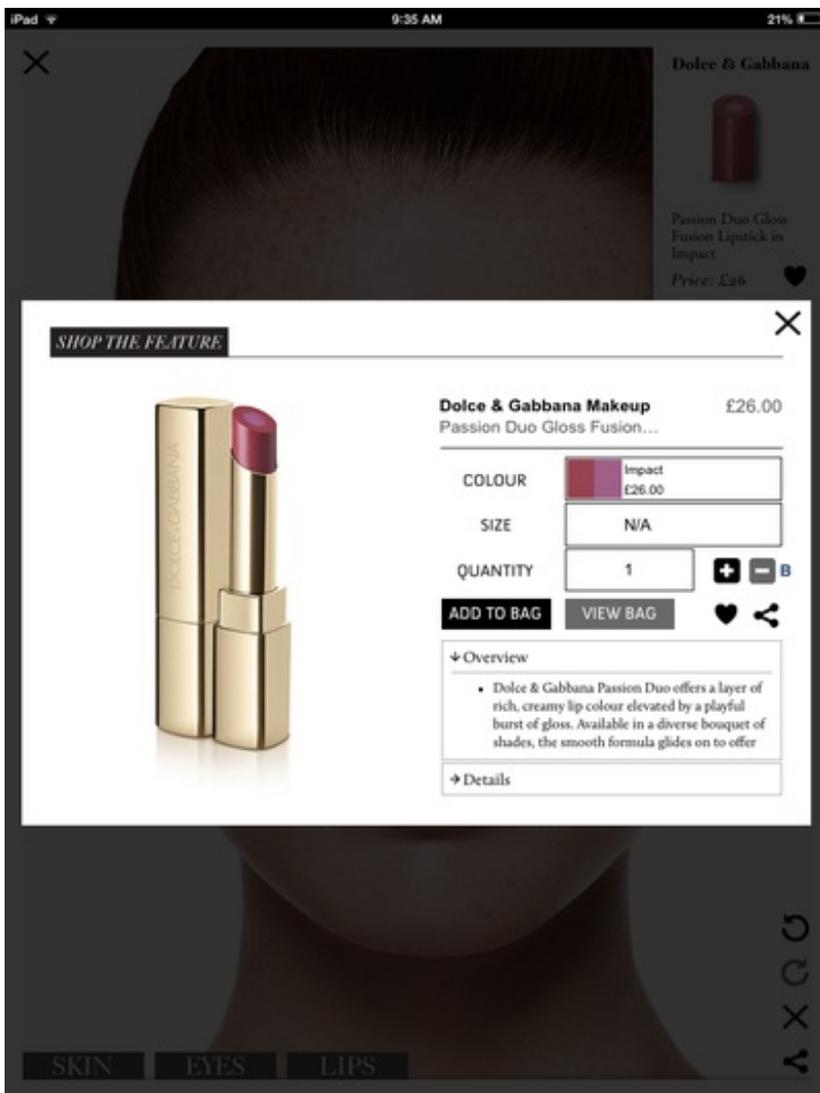
Each product selected opens a small box in the upper-right hand corner of the iPad's

screen. The box displays the product's color, price, in-store availability or a shop now option to add to favorites.



*Model wearing YSL beauty products from autumn/winter 2013*

If the product's detail box includes shop now, consumers can double tap the prompt to open a pop-up box. The pop-up box displays additional product details and checkout options.



### *Product pop-up for Dolce & Gabbana Passion Duo Gloss Fusion*

On the desktop version, users can browse submitted looks and enter their makeup look in a contest hosted by Harrods Makeup Studio and Harper's Bazaar UK. The makeup look with the most votes will win \$410 worth of makeup from the featured brands.

Harrods' Makeup Studio can be accessed for desktop [here](#).

### *In-store application*

The London department store has used its iPad magazine in the past to engage its consumers in new, interactive ways.

Harrods used its iPad magazine application to spur perfume enthusiasts to visit the store for its "Meet the Perfumers" experience.

Meet the Perfumers showcased a selection of well-known perfumers and exclusive workshops in Harrods Beauty Halls. The month-long event from August 22 through Sept. 19 was an ideal way for Harrods to boost in-store traffic for the release of the fall 2013 fragrances ([see story](#)).

Other retailers have used mobile technology to interact with consumers who are physically present at a bricks-and-mortar location.

For example, department store chain Saks Fifth Avenue gave visitors to its upcoming

holiday windows the opportunity to become part of the display through a new mobile site.

Opened on Nov. 25, the windows this year tell the story of the Yeti, which is rumored to live on top of the Saks Fifth Avenue building in New York making snowflakes. Saks is working in conjunction with MasterCard and The Science Project on the mobile site that allows users to create their own Yeti name, customize a snowflake and flick it up from their phone or tablet onto screens in the display ([see story](#)).

Interactive technology bolsters the connection between brand and consumer by creating more touch points.

"The interactivity boosts engagement while allowing app users to see it in action," Ms. Pattani-Hason said.

"Also, the interactivity creates the opportunity for users to sample the products virtually, increasing likelihood of purchase right there within the app," she said.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/hgQmq5859eo](https://www.youtube.com/embed/hgQmq5859eo)

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