



Supported by **HOLITION**

A Makeover in a Minute – AR and Cosmetics

*Let your customers test
their next shade of
lipstick, without even
opening the tube.*

INDUSTRY BACKGROUND

Have you ever seen your customers peering at a shade of lipstick rubbed on their hands, wondering how it would look on their lips? Or go back and forth on whether that particular eyeliner would suit them? What if the tester for the product isn't available? The "try-and-buy" method in the cosmetics industry can hit many snags. Customers are then left to gamble on a certain product working, or just walk away.

There is, however, a way to augment the sale and the customer experience in one go. Let us show you how.

Foundation and Facts:

The key to enhancing experiences and sales is simple – Augmented Reality. Many retailers know it, not too many know, just how much you can harness it.

1. 94% beauty customers agree that AR beauty "try-ons" would help in the conversion of sales (CB insights, 2018)
2. 71% of consumers would shop more if AR was offered (Euromonitor, 2018)
3. 40% would pay more for a product, if AR was included

So, if AR is so powerful, how can you benefit from it?

Beauty is Screen Deep – How it Works

Holition makes use of Augmented Reality Mirrors equipped with ultra-fast Facial Recognition, machine learning and image processing, to show customers how the makeup will look on their faces.

01.

You can now expand your marketing strategy and sales from individual products to complete looks – customers will buy more products as opposed to a single lipstick or blush.

02.

Customers won't have a long time to wait for a makeover. The technology is quick and efficient - scanning the face and applying precise virtual makeup within seconds.



03.

The stress of keeping testers available at all times is greatly reduced, as customers can apply the makeup virtually before purchasing the product.



04.

Instead of a trial and purchase, this allows you to elevate a simple purchase to a unique experience for your customers



TECHNOLOGY FEATURES

The technology from Holition enables

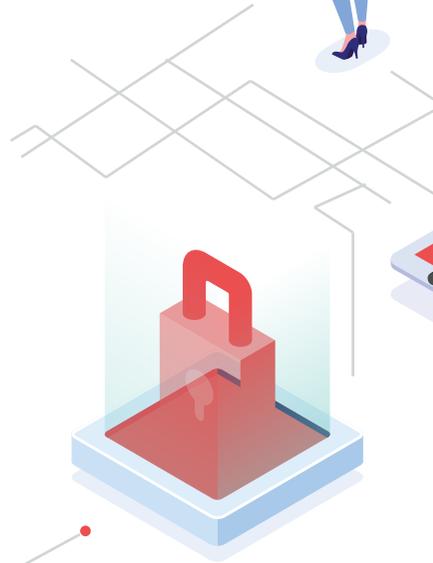
01. Real time face tracking to avoid false identification.



03. A seamless integration with CMS. A scalable SaaS solution, which can be accessed by any web browser from any device or channel



02. A fully automated facial recognition system for a 360-degree scan



04. Precision makeup. A combination of digital AR Technology and in-store habits for the complete beauty experience.

SUCCESS STORY

BOURJOIS



Watch your lip shade change with every lipstick you pick up

At the newly refurbished Bourjois store in Paris, Holition created a “blended reality” magic mirror. Customers could stand in front of the mirror, pick up a lipstick shade and see that shade on their lips in just 30 seconds. The mirror also came equipped with a printed or emailed polaroid selfie with the details of the product the customer was wearing.

[Watch the video here](#)

CHARLOTTE TILBURY



Paralysed by choice? One tap gives you a full makeover

In order to bypass customer concerns like choice paralysis, lack of testers and hygiene worries, Charlotte Tilbury invited Holition to create a unique in-store experience. Called Charlotte's Magic Mirror, users could instantly try on 10 of Charlotte Tilbury's most famous looks, virtually. Today, 11 of these Magical Mirrors exist across the globe, from London to Abu Dhabi.

[Watch the video here](#)

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Can Holition and Network Bay makeover your store?

networkbay

Network Bay is the exclusive partner of Holition in India. We aim to bring the most innovative and creative solutions to the retail industry in India. All you need to do is request a product demo, integrate your products in the demo app and experience the change.

Reach out to us for ideas on how to activate your audiences

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HOLITION

A digital studio, a think tank and a retail agency Holition is brainchild of retail experts, film makers, artists, scientists, mathematicians, technologists, UX designers and other curious minds, who strive to build a digitally empathetic universe for consumers.

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