




MIRRAR

AR Playbook for Beauty Retailers

Elevating Customer Experiences
with Virtual Try-Ons for Beauty

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The Beauty Industry Today

Trends That Are Shaping Consumer Preferences

The modern beauty industry has undergone a remarkable transformation in recent years, shaped by evolving consumer preferences, technological advancements, and societal shifts. The industry's current condition reflects a robust market with a global value projected to reach \$716.6 billion by 2025. This growth is primarily driven by a host of factors, including the rising demand for skincare products, increased awareness about wellness, and the influence of social media on beauty trends, especially in the case of Generation Z.

In an effort to appeal to Generation Z, major beauty brands have adopted innovative strategies, recognizing the need to adapt to this generation's swiftly changing preferences. Gen Z, known for its dynamic and evolving nature, demands marketing innovation as a fundamental expectation. Consequently, this shift has compelled established industry leaders to depart from their traditional sales approaches to resonate with this new consumer base. By 2030, this generation's income is forecasted to experience a fivefold surge, reaching \$33 trillion as they enter the workforce. This substantial increase will account for over a quarter of global income, surpassing millennials' income by 2031.

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Despite a wide range of tactics available to reach Gen Z, brands first need to value authenticity, a quality that is less defined and often difficult to achieve. While opting for the latest technologies might seem enticing for directing marketing budgets, it's essential for brands to skillfully blend the power of technology with their product offerings.

The latest integrations of AI and AR technology are revolutionizing the way customers experience personalization in their beauty routines. In fact, many top brands are already integrating AR and leveraging it to elevate their personalization game. Further insights about brands like MAC and their tech integrations will be explored in the case studies at the end.



Understanding Augmented Reality (AR) in the Retail Beauty Industry

The pinnacle of any retail strategy in the beauty industry is customer experience, and AR technology propels this to the forefront of all shopping escapades. By employing AR-driven applications such as virtual try-on apps, AR mirrors, and interactive displays, the beauty industry is becoming adequately equipped to cater to the growing preference of modern consumers seeking personalized and interactive encounters. Studies, like the one published by Thinkmobile, affirm that a substantial 61% of retail patrons lean towards online stores that incorporate AR features, recognizing its value in enriching their shopping journey.

The integration of beauty AR into the retail landscape enables brands to sculpt an innovative and individualized shopping experience, etching their mark in the industry. Yet, despite the vast potential and promise that Augmented Reality holds for beauty retailers, misconceptions and myths encircle its integration, warranting a closer examination to fully leverage its benefits.



Debunking the Myths of AR Integration

AR Try-On is Inaccurate

Advancements in AR and facial mapping technology have greatly improved in accuracy, allowing users to try a product on themselves with a high degree of realism. The technology takes into account factors like lighting, movement, and skin tone to provide a realistic experience.

Not User-Friendly

Some might worry that AR try-on technology is complicated and difficult to use. Many brands design user-friendly interfaces that make it intuitive for customers to try on beauty products virtually. Users can access these features with just a few clicks or taps.

It's Only for Fun

Another misconception is that AR try-ons are just a fun gimmick and don't serve a practical purpose. In reality, AR try-ons serve a valuable purpose by reducing the uncertainty associated with choosing the right beauty product.

AR Try-On is Expensive

It's a misconception that implementing AR try-on technology is quite expensive for brands. There are cost-effective solutions and software platforms available that make it accessible to a range of businesses, not just those with large budgets.



The Benefits of AR Integration

A Unique Experience

Augmented Reality (AR) virtual try-on technology offers a wide range of benefits, both for consumers and beauty brands. One of the most notable advantages is the enhancement of shopping experiences.

Free from Damage Worries

With AR virtual try-on, customers don't need to physically handle the beauty products, reducing the risk of damage. This is especially important for fragile or intricate items.

Convenience

Convenience is another significant advantage of AR virtual try-on. Customers can explore and try on a range of products from the comfort of their homes or any location with an internet connection. This convenience is especially valuable for individuals with busy schedules or those who may not have easy access to physical beauty stores.

Abundant Product Selection

The convenience and accessibility of AR applications play a crucial role in enhancing customer satisfaction. These technologies bring beauty experiences directly to customers' fingertips through smartphones and other devices. This accessibility not only makes beauty trials more user-friendly but also contributes to a positive shopping experience.

AR provides a risk-free environment for customers to explore different looks. This encourages creativity and experimentation without the fear of undesirable outcomes, fostering a sense of satisfaction with the ability to try new styles without consequences.



What's in it for Beauty Retailers

Having explored the misconceptions and benefits of AR integration in beauty, let's delve into what Beauty businesses are set to gain from such technology.

Makeup Try-On VTO (Virtual Try-On)

- ⇒ Augmented Reality (AR) is employed to superimpose makeup products onto the user's face in real time through phones, ipads, computer cameras or special in-store devices.
- ⇒ Real-time visualization of different makeup looks enabling users to virtually try on various shades of lipstick, eyeshadow, foundation, and other products.
- ⇒ Eliminates the need for physical trial and error in makeup selection, reduces returns and minimizes waste.

AI Skin Analysis

- ⇒ AI-powered skin analysis stands out as a groundbreaking advancement in the beauty industry, utilizing artificial intelligence and machine learning algorithms to evaluate skin concerns.
- ⇒ The AI system considers factors like skin type, texture, pigmentation, and the presence of fine lines and wrinkles.
- ⇒ This technology not only enhances consumer's skincare regimen but also encourages the use of tailored skincare products and routines tailored to their specific needs.

Hair Style and Color Try-On

- ⇒ Hairstyle and color try-on applications leverage augmented reality to assist users in experimenting with different looks before committing.
- ⇒ Through these applications, users can virtually try on a range of hairstyles, and experiment with hair colors.
- ⇒ This augmented reality experience empowers individuals to confidently decide on their desired hair transformations.

Beauty Beyond Boundaries:

AR Integration Essentials for Retail Success

Integrating AR technology into the beauty retail landscape demands a comprehensive and forward-thinking approach that combines innovation with customer-centric principles.



Craft a Vision Beyond Objectives

Embark on an imaginative journey, envisioning the transformational potential of AR within your beauty retail business. Move beyond conventional objectives; visualize how this technology can amplify creativity, redefine beauty experiences, and foster a new era of interactive customer engagement.

Embrace Customer Understanding

Figure out the desires, habits, and aspirations of your audience. Dive deeper to unearth not just their technological inclinations but also their unspoken beauty aspirations. This holistic understanding will guide the creation of a nuanced and captivating AR strategy that resonates with their demands.

Deciding the Ideal Platform

Explore the array of available AR platforms, not merely for their conformity to existing goals, but for their potential to synergize with your brand's essence. Seek a technological companion that doesn't just fit your business but collaborates with it, amplifying the brand's unique identity and storytelling potential.

Device Optimization

Beyond mere functionality lies the art of optimizing experiences across devices. It's not just about smooth functioning; it's about creating an enchanting, fluid journey for users on their devices, where the boundaries between reality and augmented beauty blur effortlessly.

Empowerment through User Feedback

Engage customers not just for feedback but for co-creation. Involve them in shaping the AR journey, making them co-creators of their beauty experiences. Let their feedback be the guiding beacon that continually shapes and refines product experiences.

Don't Just Update, Navigate

Stay not only updated but also ahead in the AR technology space. Embrace the constant flux, seeking not just trends but leading the revolution. Continuously embracing the dynamism of technology ensures not just staying abreast but pioneering advancements, setting new standards that redefining beauty retail experiences.



CASE STUDY 1:

MAC Cosmetics

MAC Cosmetics, a distinguished makeup brand, has strategically integrated augmented reality (AR) into its offerings, leveraging innovative technology to provide a comprehensive virtual try-on experience for its diverse clientele. With the help of AR, customers can seamlessly access and experiment with more than 1,700 M·A·C products, ensuring accurate shade matching and lifelike texture representation. This initiative has led to a notable 200% surge in customer engagement and substantial conversion rates, underscoring the success and impact of the AR-powered experience provided by M·A·C.

Adding to the enhancement of customer experience, M·A·C introduced a range of virtual "full looks," such as Bridal, Date Night, Zoom Party, and Holiday Glam. Customers have the flexibility to modify and experiment with these looks, allowing them to adjust various components and explore different versions to suit their preferences.

To ensure an omnichannel approach, M·A·C implemented iPads in their stores, enabling both customers and M·A·C makeup artists to utilize the virtual try-on experiences seamlessly. This commitment to accessibility and convenience underscores the brand's dedication to integrating technology within its physical retail spaces.

The success of M·A·C's virtual try-on experience has extended to social media platforms, becoming a celebrated and shared phenomenon across various channels. Collaborations with Snap and Google, utilizing the YouCam virtual try-on experience, have further amplified the brand's presence and engagement across different online platforms.



CASE STUDY 2:

Clinique

Clinique introduced an immersive virtual try-on experience utilizing cutting-edge AI and AR technology. By merging Clinique's "Shade Match Science" with AI-powered facial scanning and AR-driven virtual try-on, the brand empowers customers to discover their perfect foundation shade and explore complementary lipsticks. This advanced integration extends across all Clinique makeup products.

On the other hand, this integration empowers customers to accurately identify their ideal foundation shade and receive recommendations for three complementary lipsticks tailored to their personalized foundation choice. Moreover, Clinique implements virtual try-on features for all its makeup products, enhancing the interactive experience for customers seeking to explore the brand's entire range of cosmetics.

The widespread availability of this technology has yielded significant outcomes, with a notable 2.5-fold increase in conversion rates and a substantial 30% rise in the average order value. Beyond these metrics, the virtual try-on experience has struck a chord with customers, resulting in prolonged engagements on the website and deeper exploration of the product range.



CASE STUDY 3:

Kylie Cosmetics

Kylie Cosmetics consistently showcases the immense influence wielded by social media personalities in product marketing, particularly within the beauty and fashion sectors. The line of products resonates strongly with a demographic of younger women and teens deeply engaged in makeup tutorials on platforms like Instagram and YouTube. This audience actively shares beauty tips, selfies, and product recommendations among friends, reflecting the significant impact of social influencers within these spheres.

Kylie Cosmetics offers a stunning AR experience for its customers. Launched through a QR code, users are transported into a 360-degree virtual realm of Kylie Cosmetics. Within this immersive augmented reality (AR) environment, individuals can engage in a variety of experiences.

These include a virtual try-on (VTO) allowing customers to experiment with Kylie's iconic Matte Lip Kits, informative how-to videos demonstrating product application techniques, insights into product benefits, and the chance to instantly purchase the highly sought-after Instagram-inspired looks through a seamless "shop-the-look" feature. Each of these functionalities is accessible by navigating through distinct 'rooms' within the AR interface.

About mirrAR

mirrAR boasts a remarkable 12 million product try-ons, serving 50+ clients spanning 100+ countries worldwide. Industry leaders like TATA Group, DeBeers Group, and Hindustan Unilever Limited trust mirrAR. Seamless integration of mirrAR's AR solutions is possible on your website, app, store, or social media channels. Whether you seek inspiration as a beauty enthusiast or aim to deliver satisfactory services as a professional, mirrAR's comprehensive AR platform caters to all your requirements.



Why Us?

mirrAR delivers a game-changing beauty experience, reshaping how we engage with products. Through mirrAR's state-of-the-art Augmented Reality solutions, beauty enthusiasts and professionals alike can now virtually explore a vast array of beauty products, experimenting with different shades and tones in real time. Bid farewell to the frustration of selecting the wrong shade or the apprehension of trying bold looks—mirrAR empowers you to unleash your artistic side and effortlessly discover your ideal match.

With a user-friendly interface that empowers customers to virtually try on jewelry, fashion or beauty products in real-time, mirrAR provides immersive and personalized shopping experiences for customers. For beauty, by leveraging advanced AR and AI technologies, mirrAR superimposes digital elements onto live video feeds, allowing customers to see how makeup and beauty products would look on them before making a purchase. This interactive and visual approach fosters a deeper emotional connection with the products, reducing purchase anxiety and boosting overall customer satisfaction.



**Don't miss out on the
opportunity to transform
your beauty business.**

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