



The Lip Factory can make around 2,000 different shades on-site | Photo source [Amorepacific](#)

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CUSTOM LIPSTICK DESIGNED AND DISPENSED VIA AI

 FASHION & BEAUTY

The Lip Factory is using AI to develop customised lipstick shades based on customers' facial features and complexions

Spotted: From startups to big brands, businesses are offering more personalised product options to both extend their product lines and to increase sales. South Korean beauty group AmorePacific has recently joined the trend with its customised lip makeup manufacturing technology, “Lip Factory by Colour Tailor”, which allows customers to design and purchase customised lipstick colours.

The lippy manufacturing technology uses an integrated online-offline manufacturing system that includes an AI-based mobile application called “Colour Tailor.” The Colour Tailor algorithm analyses users’ facial features and complexion and uses this data to recommend a customised lip colour. An on-site dispensing system can then manufacture the recommended colour immediately. It is capable of producing more than 2,000 lip shades.

The Lip Factory setup is designed to be stationed in salons, beauty stores or other commercial venues. The company plans to further refine the algorithm and then have a wider roll-out for the platform.

Amorepacific launched the service in its flagship Amore Seongsu store in Seoul, South Korea last August. The system also won a CES Innovation Award at this year’s Consumer Electronics Show (CES). Reacting to the news, Amorepacific Research & Development Centre Vice-President of the Basic Research and Innovation Division, Aiden Park, said “The ‘Lip Factory by Color Tailor’ and its recognition by the award demonstrates Amorepacific’s ability to integrate the latest digital technologies like AI with beauty products and services.”

At Springwise, we have seen the trend towards greater customisation play out across a number of industries. Recent innovations in customisations have included a [customised bike frame](#), [face mask](#)

and even [grocery shopping](#). But this is just the tip of the iceberg. The [Configurator Database Project](#) collects information on companies that allow consumers to build individualised products. It currently lists around 1400 companies in 17 industries.

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Takeaway:

Customisation in retail is growing by leaps and bounds. Many of the companies involved are startups that use customisation to avoid expensive factories and lengthy supply chains. Others are existing brands that have added customisation to boost sales. New technologies, like 3D-printing, networked production, high-speed data transmission, and robotised manufacturing platforms like the Lip Factory are also enabling the switch. Some companies keep costs low by combining bespoke elements with mass-produced ones in “smart factories.” Other companies are using technology that allows them to produce only what has been ordered, to reduce waste and costs. There are seemingly endless possibilities.