



With this tool, Meitu hopes to help brands bridge the gap of offline and online shopping | Photo source PRNewsfoto/Meitu

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AR-POWERED TOOL SUPPORTS COSMETIC COMPANIES DURING COVID-19

● FASHION & BEAUTY

Meitu has launched a free virtual makeup try-on system that aims to increase makeup sales for cosmetic companies during the pandemic

Spotted: The Chinese beauty tech company, Meitu, has launched a free augmented reality (AR) makeup trial system to help cosmetic companies overcome difficulties caused by COVID-19. The Cosmetic Promotion Assistant system employs MeituGenius' AR colour trial technology, designed for HTML5. The tool features a fast and user-friendly program that generates virtual makeup effects in just a minute with over 20 styles and effects to trial. It can also make recommendations based on the user's facial features.

The system can be supported by multiple social networking sites such as YouTube, Instagram and Facebook. Meanwhile, purchase links can be provided by the brands and retailers on the trial page that will redirect consumers to an official or third-party website. Such a tool may eventually help brands understand their consumers' habits and allow them to improve marketing efficiency and achieve more efficient use of stored data.

With lipsticks, foundations, blushes, eye shadows, brow pencils, eyeliners and mascaras all available to trial, the process of shopping in a physical store is mimicked as customers can see the effects of the products being applied to their faces in real-time. With this tool, Meitu hopes to help brands bridge the gap between offline and online shopping and improve the performance of the makeup category altogether.

Springwise has also recently spotted other AR makeup innovations, such as Parisian artist Ines Alpha's eccentric 3D makeup filters, and YouCam Makeup offering cosmetic brands the ability to integrate virtual makeup "try-ons" into their websites.

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Takeaway:

The COVID-19 pandemic has forced most people to isolate at home, removing the need for makeup and also hindering the ability to physically trial products before making a purchase. With the AR tool, Meitu is giving consumers the ability to correctly find their shade matches and colour suitability online, which could help recover some makeup sales during this period.