

## CoverGirl opens high-tech flagship store in New York City



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Spotted: [CoverGirl](#) has [opened](#) a high-tech 10,000-square-foot store, or “experiential makeup playground”, in New York City’s Times Square. Customers are greeted by Olivia, a hologram powered by [Google’s artificial intelligence technology](#). Olivia can direct you to products, share in-store promotions or answer questions. In the shop are “augmented reality glam stations”, where customers can virtually try on lipstick or eyeshadow by picking a colour choice from a tray.

It is also possible to personalise your own lipstick or makeup bag. The flagship store is the only place that sells a [new line of merchandise](#) from CoverGirl, which includes clothes and accessories.

Takeaway: The biggest trend driving the beauty industry is the adoption of technology. Major brands are investing in artificial intelligence and augmented reality to push customised products and experiences. Notable at the Las Vegas [Consumer Electronics Show in January 2019](#) was the number of large beauty companies showing off new technologies. Tech is particularly important for ageing beauty brands like CoverGirl (owned by [Coty](#)). It is an effective way to update its appeal with shoppers and ultimately sell more products online and off.

Website: [www.covergirl.com](http://www.covergirl.com)

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