

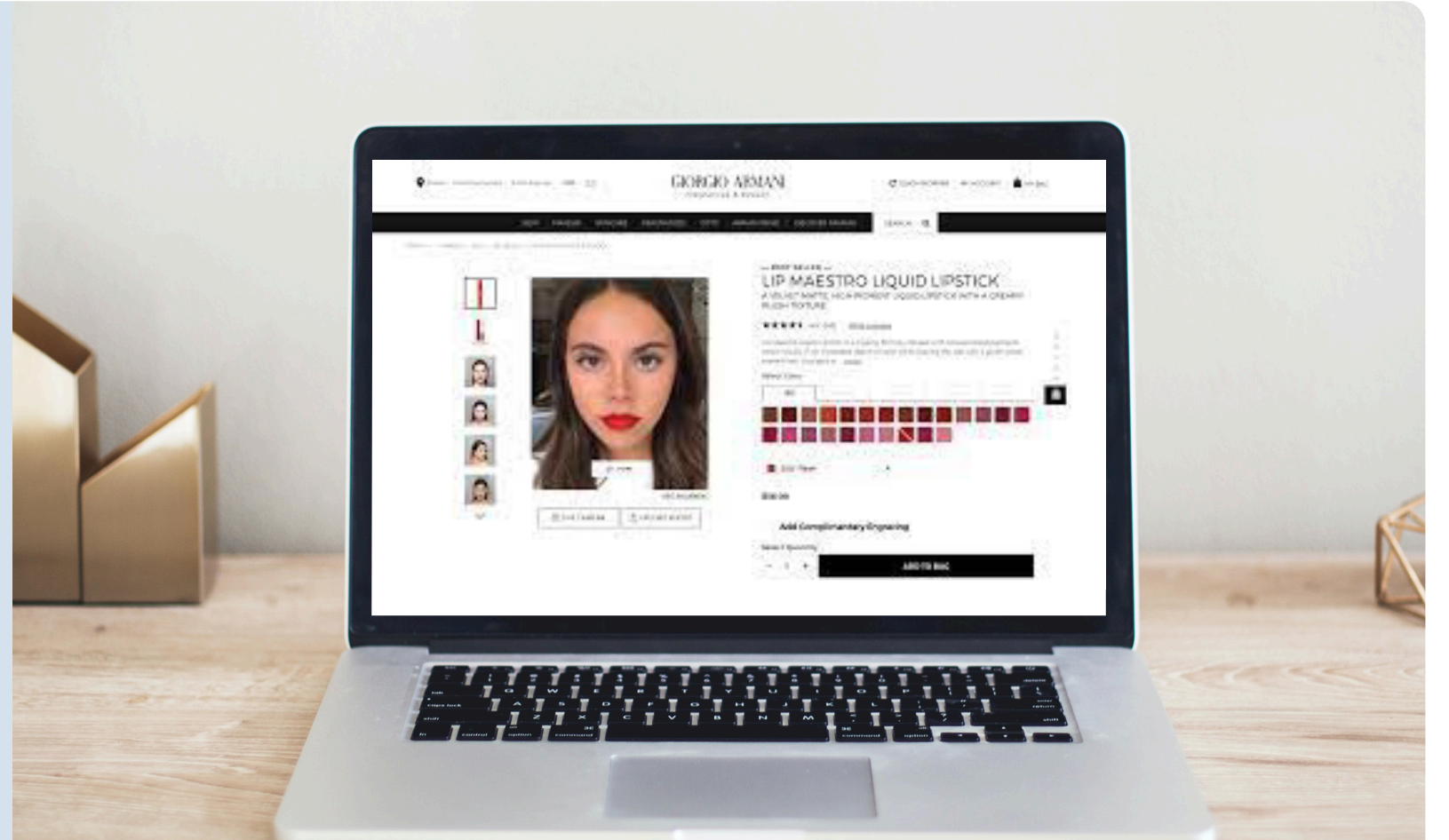
# Estee Lauder, United States

## Cosmetic

ESTÉE  
LAUDER  
COMPANIES

### Challenge

The Covid-19 pandemic — lockdown, the closing of physical stores, work from home policies, and hygienic concerns act as invisible barriers for cosmetic retailers, such as Estee Lauder, to engage and sell to the consumers. As a result, the company revenue has declined approximately 17% since the global pandemic (last reported in Feb 2021)<sup>1</sup>



### Proof-of-concept through strategic partnership

The 75-year-old global retail leader has launched AR-powered functions on their mobile application and online platform since 2017. Additionally, the company has collaborated with emerging start-ups, ModiFace and Perfect Corp to incorporate AR capabilities to improve its customer experience.



### AR/VR Solutions

#### Online platform virtual try-on tool

- Instant and straightforward WebAR experience via web link or QR code without additional installations
- A wide range of virtual beauty products made available: lipsticks, mascaras, foundations and eyeshadow through a camera or a selfie.

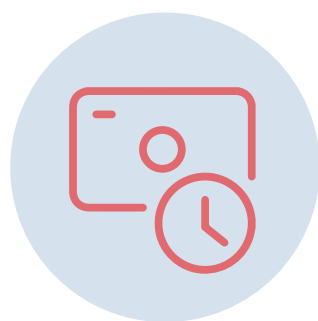
#### AR Campaign with thriving social media - Snapchat

- Virtual try-on campaign for Estee Lauder's flagship product - Double Wear Stay-in-Place and Futurist Hydra Rescue SPF45 foundation makeup
- Over 60 types of shades to choose from the application's dynamic lenses.
- Seamless buying process by integrating Estee Lauder's online store with Snapchat

### Results



**More than 1 million virtual try-on sessions** were conducted globally in Q3 2020<sup>2</sup>



**Consumers spend more than 30 minutes on average** in a session<sup>2</sup>



**Aggregating consumers' behavioural data** generates a more personalised experience for the consumers



**New omnichannel** to create new sales engagement with generation Z and millennial consumers

<sup>1</sup> Estee Lauder shares pop 7% after the company snaps three straight quarters of sales declines (2021, February 5). CNBC. <https://www.cnbc.com/2021/02/05/estee-lauder-snaps-three-straight-quarters-of-sales-declines.html>

<sup>2</sup> Estee Lauder Grows Conversion Rate 10-Fold With Virtual Services (2020, June 11). Consumer Goods Technology. <https://consumergoods.com/estee-lauder-grows-conversion-rate-10-fold-virtual-services>

## JD.com (JingDong), China E-commerce



### Challenge

For many years, JD.com has been one of China's largest e-commerce marketplace alongside Alibaba, Pinduoduo, Suning, etc. At the same time, online shopping is becoming the mainstream distribution channel in Asia, the gap in the consumer's ability to touch and see the actual product still exists.

Therefore, the online shopping experience on JD.com rises to a new peak by leveraging on "black tech" - with AR/VR and AI as the core technologies.



### What is different for JD.com?

JD.com internally develops its AR/VR technology instead of procuring from third-party developers. Since 2018, it has allied with over 30 cross-verticals leaders, including Intel, Walmart, Lenovo, Huawei, Sony, L'oreal, Hasbro, etc. The alliance aims to deliver common tools and standards across the value chain, such as 3D modelling, AR/VR hardware, and AR/VR marketing tools.

The goal is to establish an AR/VR open-source platform that serves as a one-stop solution for retailers to implement AR/VR solutions faster, lower investment, and up-to-par quality. The ecosystem would ultimately accelerate the availability of immersive shopping experiences for consumers.



Image source: JD Corporate Blog

### AR/VR Solutions

- Virtual fitting room to wear clothes through the use of a customised avatar
- Styling station allows consumers to apply different colours and styles of makeup
- AR shopping where JD markets the products in 3D format and 360° browsing
- AR footwear allows customers to measure their sizes through their mobile camera and virtually try on selected shoes

### Results



**Increase the conversion rate** for furniture and other household items to 19.2%<sup>1</sup>



**Increased overall online orders by 9.6%**<sup>2</sup>



**Reduce customer return rate by 7.5%**<sup>2</sup>



**Increase the user's average time spent on JD.com by 15.2%**<sup>3</sup>



**JD.com offers AR scenarios** to external retailers through a Product-as-a-Service solution ("PaaS")<sup>4</sup>

<sup>1</sup> Huawei's AR technology boosting use in gaming, networking and education (2021, July 19). China Daily. <https://global.chinadaily.com.cn/a/202107/19/WS60f4d7fea310efa1bd662bb8.html>

<sup>2</sup> JD.com and ARCore by Google Launch Augmented Reality Contest (2019, April 2). JD.com Corporate Blog. <https://jdcorporateblog.com/jd-com-and-arcore-by-google-launch-augmented-reality-contest/>

<sup>3</sup> JD.com AR alliance press conference (2018, May 21). Beijing, China.

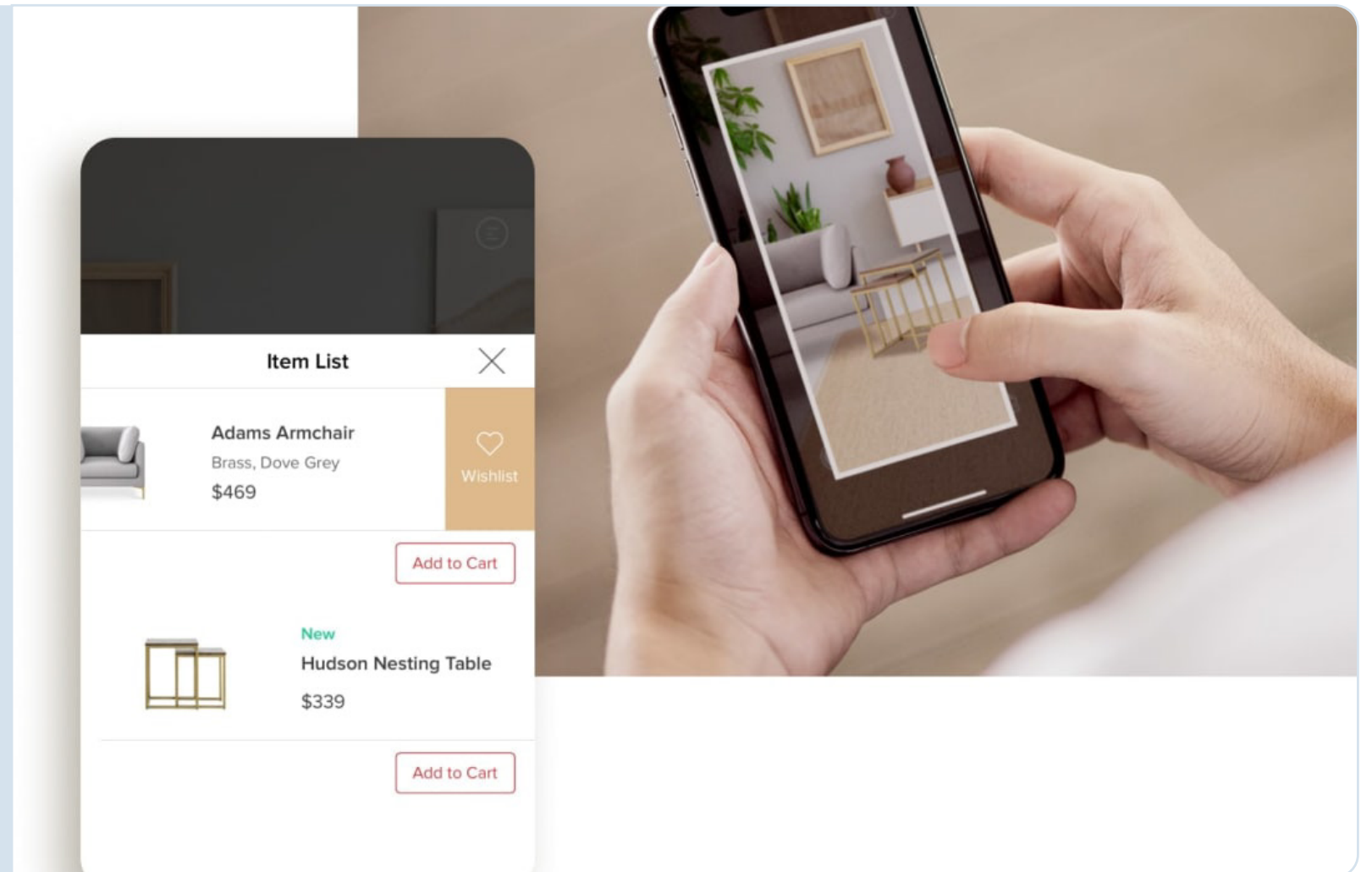
<sup>4</sup> JD.com Explores AR Foot Measurement Tool for Online Consumers (2020, June 22). JD.com Corporate Blog. <https://jdcorporateblog.com/jd-com-explores-ar-foot-measurement-tool-for-online-consumers/>

## Castlery, Singapore Furniture

### Challenge

In April 2020, Castlery had to shut down their physical stores temporarily due to the lockdown in Singapore. Despite having an online store, it is challenging for consumers to purchase without seeing the actual product, particularly the large furniture items.

As a digitally native business, the AR-enabled shopping experience was already part of the Castlery strategy roadmap before the pandemic hit. However, things moved faster than the team had expected. The start-up accelerated the launch of AR solutions from the second half of 2020 to late April 2020.



### AR/VR Solutions

#### WebAR - Stay home with us campaign

- 360° virtual tour of Castlery's 11,000 sqft showroom
- A direct check-out link to each piece of furniture

#### AR-powered furniture application

- Allow consumers to place selected furniture virtually in their living space
- Visualise the overall design and field of space in the app
- "Touch and feel" design for textures and colours
- True to scale capability for consumers to examine if the size of the actual product can fit into their living space

### Results



The Castlery mobile application receives a **rating of 4.9 out of 5.0** on the **Apple app store**

“

**Love the AR feature! I can finally stop guessing how these beautiful furniture looks in my home. Helped me made my decision to purchase Carrie!”**

User 12az01 on 08/06/2020

## Advanced Info Service (“AIS”), Thailand Department stores



Image source: AIS

### Challenge

In Q2 2020, the retail industry in Thailand, especially the SMEs, were severely impacted by the Covid-19 pandemic. However, as one of the telco leaders in Thailand, AIS realised that they could play a pivotal role in driving digital transformation among the Thai retailers and help their businesses to stay afloat.

The urgent transformation to an online service helped deliver an innovative shopping experience. The essence of the new platform is to foster a dynamic relationship between the retail brands and the consumers.

Coupled with AIS' core network business, the company eventually combined 5G and AR/VR as the critical opportunity for retailers to re-connect with the consumers in the new normal.

### AR/VR Solutions

#### V-Avenue. Co

- Access V-Avenue and roam individual stores through WebAR
- Full access to product information, prices, and direct links to the payment page
- Watch live streaming events and get exclusive promotions in the virtual mall
- Consumers with VR headsets can opt to experience V-Avenue in a more immersive environment

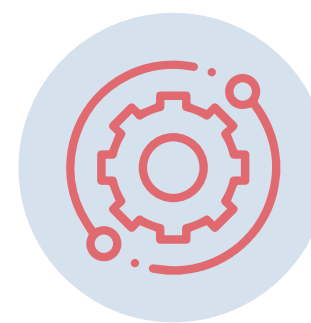
### Results



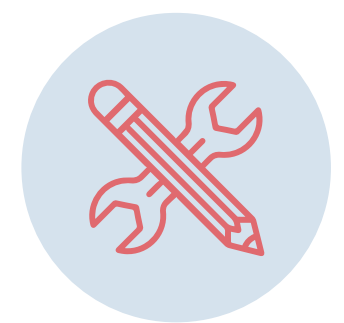
**World's first virtual shopping mall in collaboration with leading retail operators** including The Mall Group Company Limited, City Mall Group Company Limited (The Emporium), TV Direct Public Company Limited, Loft, Jung Saem Mool and ALAND<sup>1</sup>



**210 local SMEs are selling more than 10,000 in the community hub** (one of the virtual spaces in V-Avenue)<sup>2</sup>



**Flexibility to add new virtual spaces** to host events such as EXPO, music concerts, or fashion show



**Increase retailers' capabilities** to reach larger customer base without the physical space constraints

<sup>1</sup> AIS 5G opening V-Avenue.Co with retail partners (2021, April 30). The Reporter Asia. <https://www.thereporter.asia/en/2021/04/30/ais-5g-v-avenue-co/>

<sup>2</sup> AIS engineers virtual mall (2021, April 30). Bangkok Post. <https://www.bangkokpost.com/business/2108095/ais-engineers-virtual-mall>

## HOW IT WORKS



### RECORD A SELFIE

Look straight into the camera and slowly rotate your head left and right.



### FIND THE RIGHT FIT

You will be prompted to hold a card to your forehead of size reference.



### TRY GLASSES VIRTUALLY

Use this tool to find the best-fitting JINS frames just for you.

Image source: AIS

### Challenge

Founder of JINS eyewear, Hitoshi Tanaka, profoundly believes in providing affordable and quick product delivery. In addition, customer satisfaction has always been a top priority for JINS eyewear.

Driven by multiple factors, the company management envisions expanding JINS eyewear market share through e-commerce sales. To create a simple experience for online shopping, the company has redesigned its digital customer journey.

### AR/VR Solutions

#### WebAR Virtual try-on (powered by Ditto)

- Scans and calibrates consumer's facial from multiple angles
- The photo of the consumer will become an AR mirror on the screen
- Selects glass frames to virtually view them on the AR mirror
- JINS software will analyse consumer's face shape and provide personalised recommendation

### Results



**Domestic: Online sales have doubled (JPY940 million) in 2020** compared to the previous fiscal year (JPY470 million)<sup>1</sup>



**Overseas: Online sales have grown sharply** to fill up part of the losses caused by physical stores closures amid the pandemic lockdown



**JINS acquired Fittingbox** – a start-up that focuses on digital fitting services to enhance customer experience using advanced technologies<sup>2</sup>

<sup>1</sup> Estee Lauder shares pop 7% after the company snaps three straight quarters of sales declines (2021, February 5). CNBC. <https://www.cnbc.com/2021/02/05/estee-lauder-snaps-three-straight-quarters-of-sales-declines.html>

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