

L'Oréal Travel Retail Asia Pacific x Lotte Duty Free launch ModiFace online



In line with L'Oréal Travel Retail Asia Pacific's digital acceleration strategy, ModiFace encourages travelers to discover online leading beauty brands through AR technology

In partnership with Lotte Duty Free, L'Oréal Travel Retail Asia Pacific announced the launch of ModiFace, an innovative makeup virtual try-on beauty experience. This is the first of its kind in the Travel Retail Asia Pacific beauty channel. In line with the team's digital acceleration strategy, the official launch on December 17 will provide travelers around the world with the most innovative technologies when it comes to services and beauty experience.

Available at Lotte Duty Free Online, ModiFace's makeup virtual try-on will enable travelers to discover L'Oréal products and brands through engaging and meaningful interactions. Visitors will be able to apply AR technology to explore online leading beauty brands such as Lancôme, Giorgio Armani, L'Oréal Paris and Urban Decay. By pioneering a new page in the travel retail beauty industry, the collaboration will act as a key milestone.

Emmanuel Goulin, Managing Director, L'Oréal Travel Retail Asia Pacific, comments: "L'Oréal Travel Retail Asia Pacific and Lotte Duty Free share the same vision that online Augmented Reality (AR) is becoming key throughout travelers' journey of product discovery and purchase. Our launch of ModiFace makeup virtual try-on further expands our expertise in beauty tech, and I look forward to revolutionizing the travel retail industry with the AR-enabled future we are creating today."

Kap Lee, CEO, Lotte Duty Free, states: "This deepened collaboration with L'Oréal Travel Retail Asia Pacific is extremely relevant for us, as it will allow AR experiences to be used by millions of travelers 1

around the world. This world-class technology reinvents a traveler's shopping journey, helping them discover, try and chose beauty products with groundbreaking and innovative services."

Iris Lam, Executive Business Director, L'Oréal Travel Retail Asia Pacific, adds: "L'Oréal Travel Retail Asia Pacific has always been partnering with retailers in the industry to elevate travelers' beauty experiences. Today, travelers' expectations are growing and the modern way to elevate the beauty category is through technology to pioneer the best consumer experience. The launch of ModiFace makeup virtual try-on is a significant phase of our digital acceleration strategy. Such innovation beauty user experience unlocks further possibility of personalization and consumer engagement, reassuring our position as a beauty tech leader in the travel retail industry."