



STARTUP BYOND XR PARTNERS WITH LANCÔME TO CREATE VIRTUAL POP-UP STORES FOR AN INNOVATIVE BEAUTY EXPERIENCE

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ByondXR collaborates with the French luxury cosmetics and perfume house Lancôme to create impressive pop-up stores that give customers the opportunity to browse life-like 3D storefronts from the comfort of their homes, purchase Lancôme products, attend beauty panels with influencers and experts, and get a virtual consultation to learn skin care tips and tricks.

The collaboration aims to enhance the customer experience in an engaging, dynamic, and enjoyable environment.

“Beyond the product, everything resides in the experience. Increasingly customers are looking for an enriched experience - enhanced services, customization, and personalization. It is key to combine our products with innovative services to always meet the expectations of our consumers, in their ways of discovering, testing and buying beauty products,” said Françoise Lehmann, Lancôme Global Brand President.

Technology provided by ByondXR helps Lancôme create unique experiences to meet its customers’ expectations.

The launch of these pop-up stores comes during the COVID-19 pandemic when companies are seeking new innovative experiences that will keep their customers interested and engaged. These new shopping experiences have set Lancôme apart from the crowd of traditional online stores during this e-commerce boom.

As a leading French brand in the beauty industry, Lancôme has maintained a reputation for enhancing beauty by selling high quality and sensorial makeup and skincare products that have led Parisian trends. With consumers around the world eager to emulate this image, Lancôme’s virtual pop-up stores promise to share beauty advice and tips from industry professionals and bring consumers into their immersive virtual world while maintaining direct contact with the brand despite the pandemic.

“Working with ByondXR we have discovered a team of talented, relentless professionals with a ‘can-do’ attitude who managed to execute and launch our experiences beautifully and quickly,” said Abu-Ghazaleh. “These virtual pop-ups have shown great value in terms of audience engagement and sales.

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Lancôme greatly values the safety of its customers and knows that these new virtual pop-ups will provide a successful shopping experience without the risks created by the pandemic.

“Paradoxically, during this period marked by multiple lockdowns, stores being closed and social distancing, Lancôme has never had so much direct contact with its consumers thanks to digital and technology. In fact, the more we digitized, the more we humanized,” said Françoise Lehmann.

About ByondXR

ByondXR was founded in 2016 and aims to transform retail with virtual environments, creating 3D stores and showrooms for brands and retailers. Through their customizable 3D consumer experiences, shoppers are brought on an interactive, virtual journey giving them a memorable and immersive experience while breaking down geographical boundaries and physical limitations. In this ever-changing environment, especially brought on by the recent pandemic, retail has been given a new lease of life through ByondXR’s cutting-edge visual solution. To find out more, please visit <https://www.byondxr.com/>.

Lancôme’s pop-up stores can be accessed here:

http://smarturl.it/Lancome_Ger2020

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