

L'OREAL BRANDSTORM

Evolution

CHIH HSIANG TU

CHIA CHIH CHEN

YU TING CHUNG

FORMAL EDITION

01
Motivation

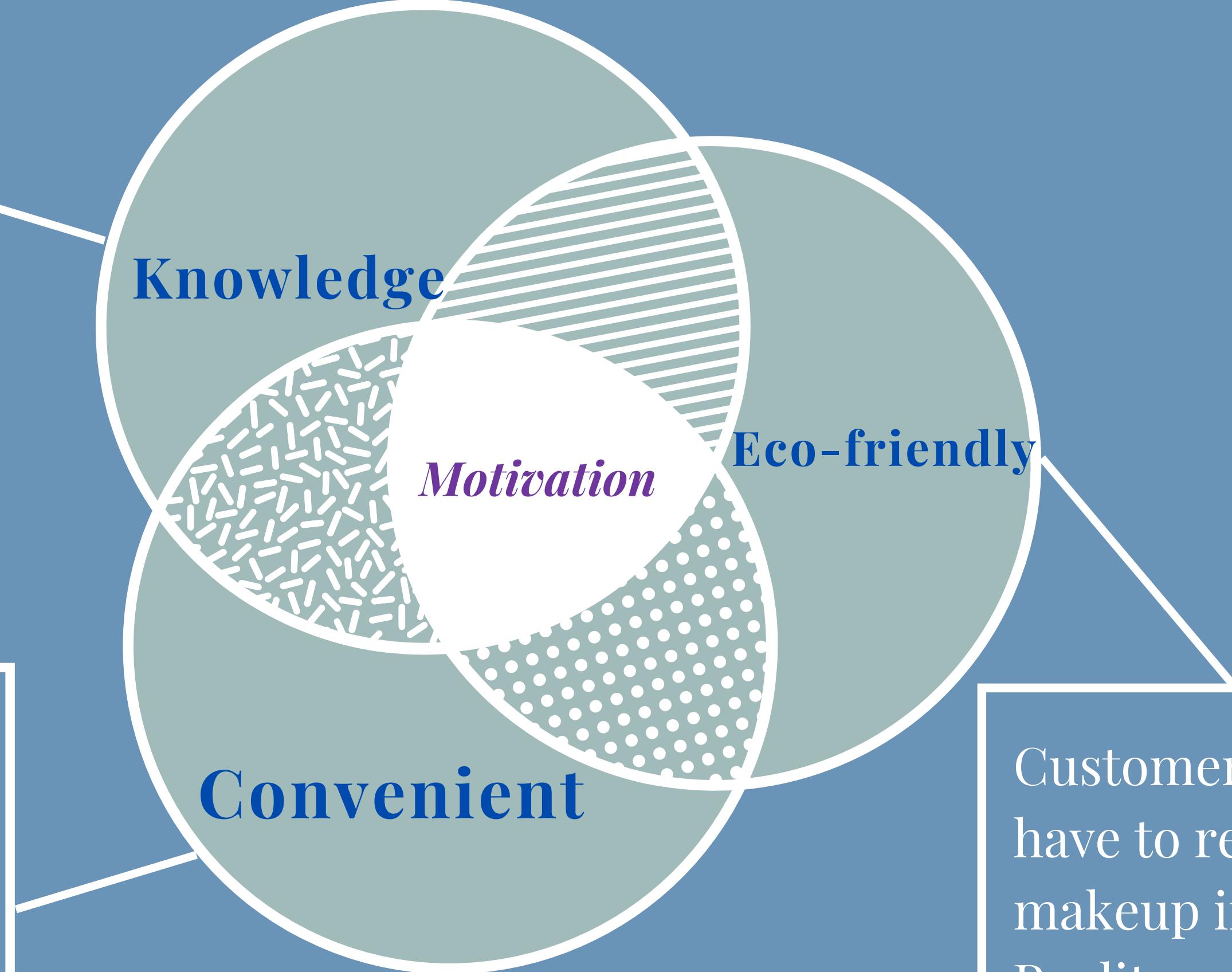
Project
Instruction

Future
Plan

Motivation

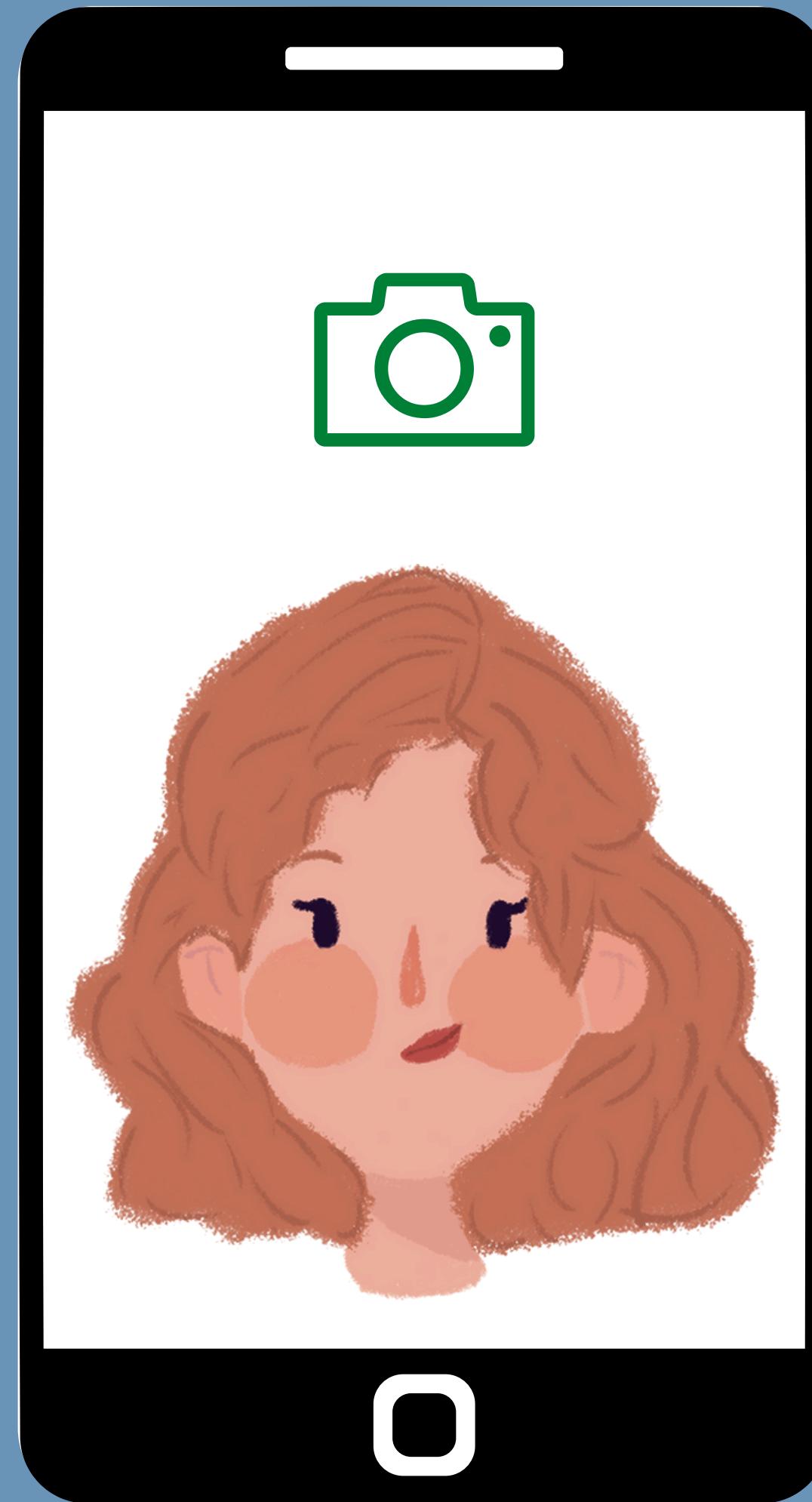
Customers may
not know how
to do makeup
properly

Helping customers
save time for
choosing Cosmetic

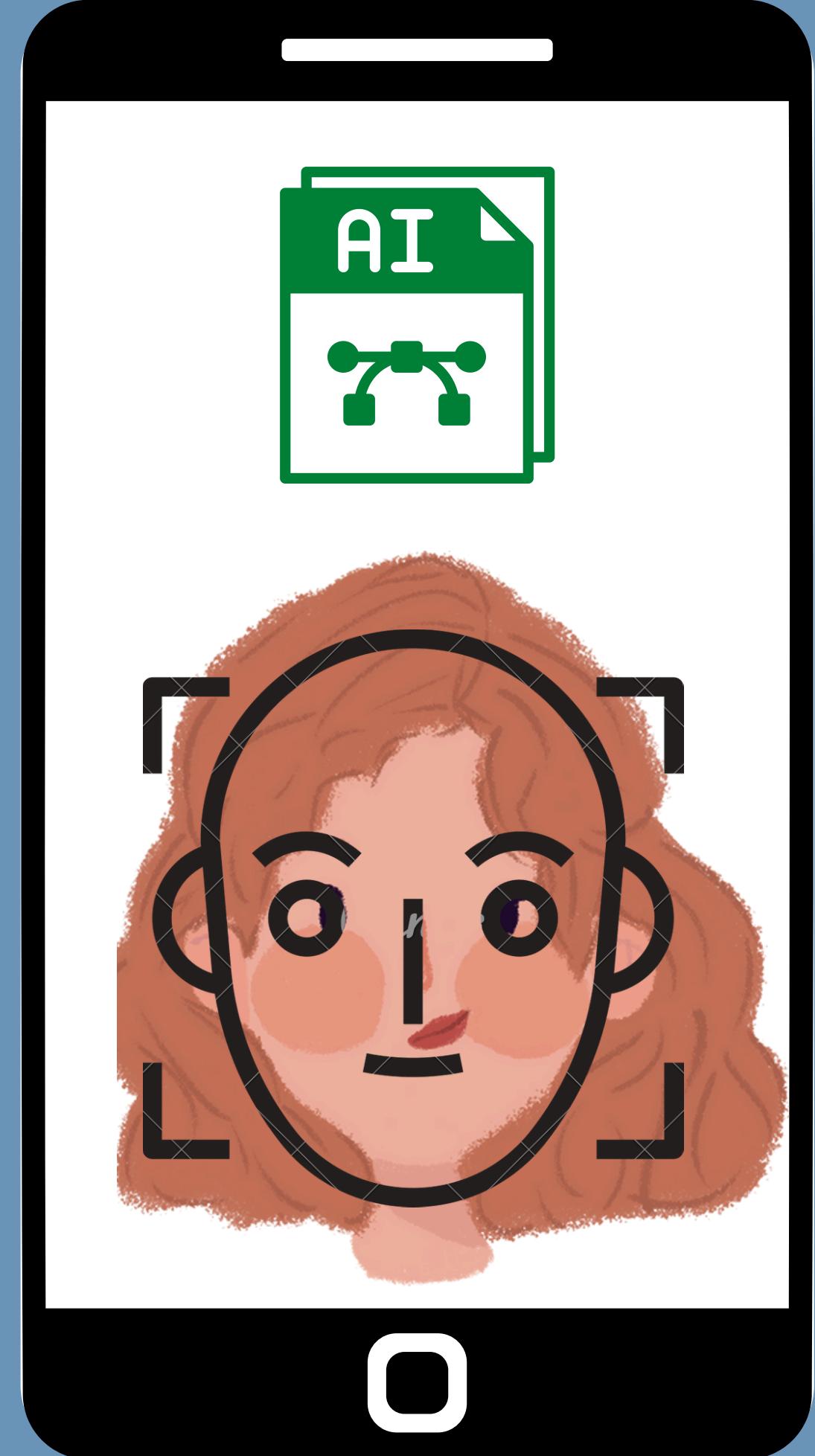


Customers don't
have to remove
makeup in Virtual
Reality

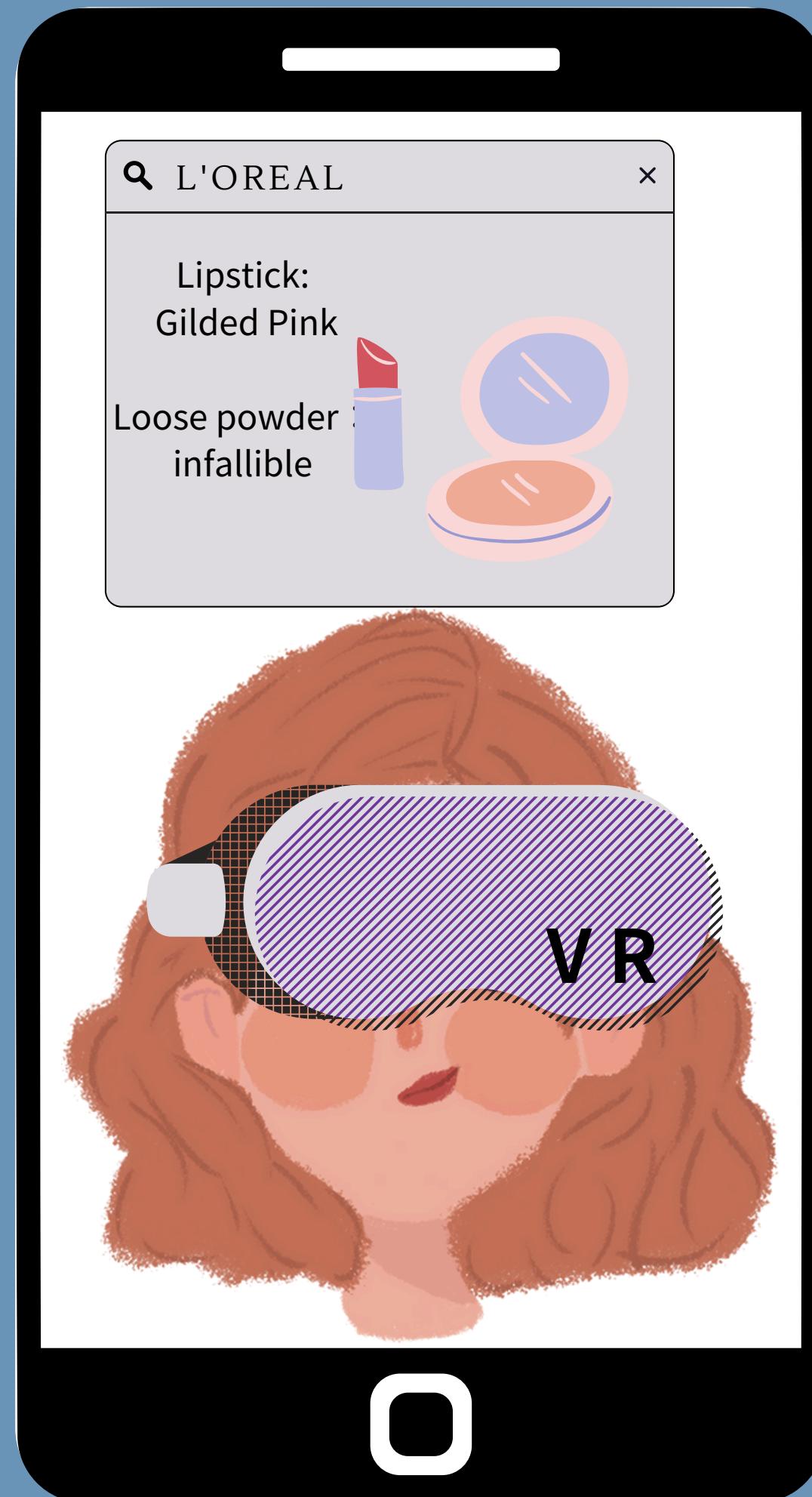
Project Instruction



Users turn on the
camera to scan their
face



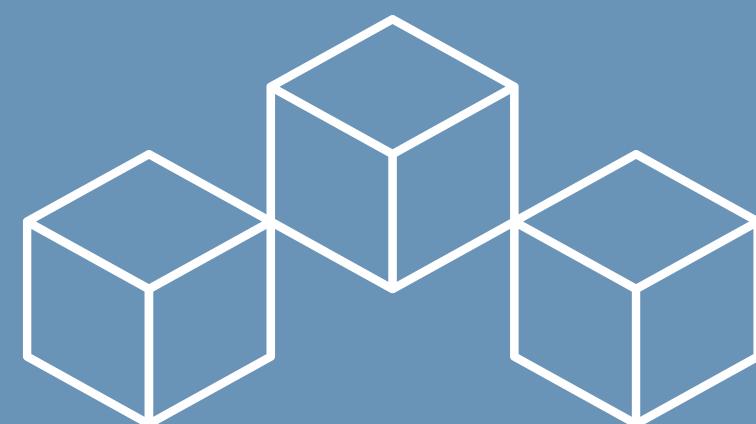
AI analysis user's skin and
hair color



User puts on the VR device which can simulate the make-up progress.
The scenario also provide cosmetic information.

Future Plan

Short-term plan



Long-term plan

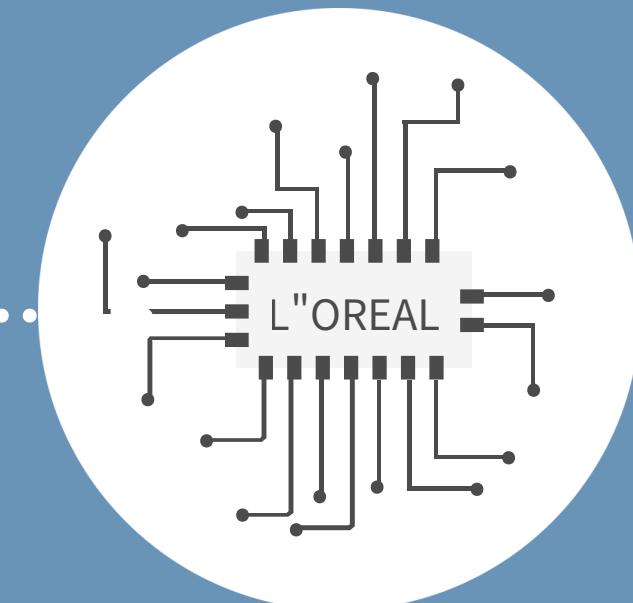
Establish brand image

- Know target audience
- Keep innovating
- Tech beauty=L'Oreal



Customer Loyalty

- customers buying products or services from L'Oréal over and over again



Thank You